

V O G U E



MAY • 15 • 1934

SUMMER TRAVEL

PRICE 35 CENTS

© THE CONDÉ NAST PUBLICATIONS, INC. ★





*Talk about your Aristocracy!*



THEY'RE the "blue bloods" of the tomato family—these big, plump, handsome fellows that lend their zestful freshness and mellow flavor to Heinz Tomato Juice.

And what a pedigree—what an illustrious ancestry—they boast! For years Heinz selected the choicest seeds from the finest tomatoes grown. These were crossbred until a perfect Heinz tomato was produced. Now under more than a million feet of glass Heinz grows the tiny plants and transfers them to the farmers' fields, where their cultivation is carefully watched until harvest time.

Right at the peak of the season—when they are ready to give up their legacy of lusciousness—these beautiful, ruddy, sun-

ripened tomatoes are picked and rushed to nearby Heinz kitchens. Before nightfall they are pressed and the rich, wholesome juice is packed ready for your table. Even the delicate bouquet—the garden-fresh aroma—is retained.

Heinz Tomato Juice is distinctly different because it comes from special Heinz-bred tomatoes—the very finest produced in America. Here's truly the aristocrat of tomato juices. Order it from your grocer today. Serve it chilled at any meal. You will find it uniform in quality the year around.



H. J. HEINZ COMPANY  
PITTSBURGH, U. S. A.  
TORONTO, CANADA • LONDON, ENGLAND

*Heinz Tomato Juice*





*No one needs to tell her!*

Intelligent and fastidious, she realizes that anyone, herself included, may have halitosis (unpleasant breath) without knowing it. So she takes no chances; every day and especially before social engagements she uses Listerine. That is her assurance that her breath cannot possibly offend . . . Are you as careful about this matter? Do you take it for granted that your breath is always agreeable? Don't! It's far safer to assume that it isn't, and use Listerine. Listerine combats fermentation, the principal cause of odors, and then gets rid of the odors themselves—deodorizes hours longer, too. LAMBERT PHARMACAL Co., St. Louis, Missouri.



BEFORE ALL  
SOCIAL  
ENGAGEMENTS  
**LISTERINE**

NOW AT NEW LOW PRICES

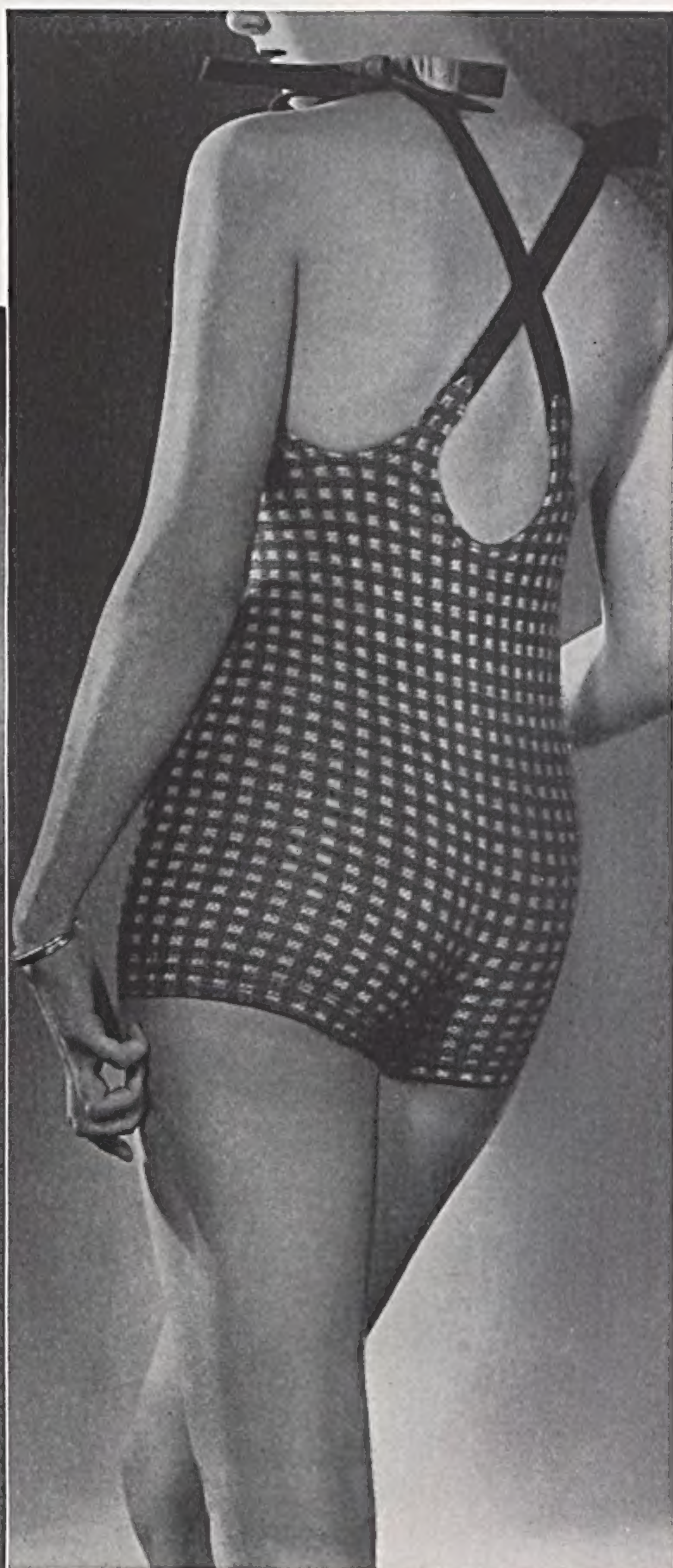
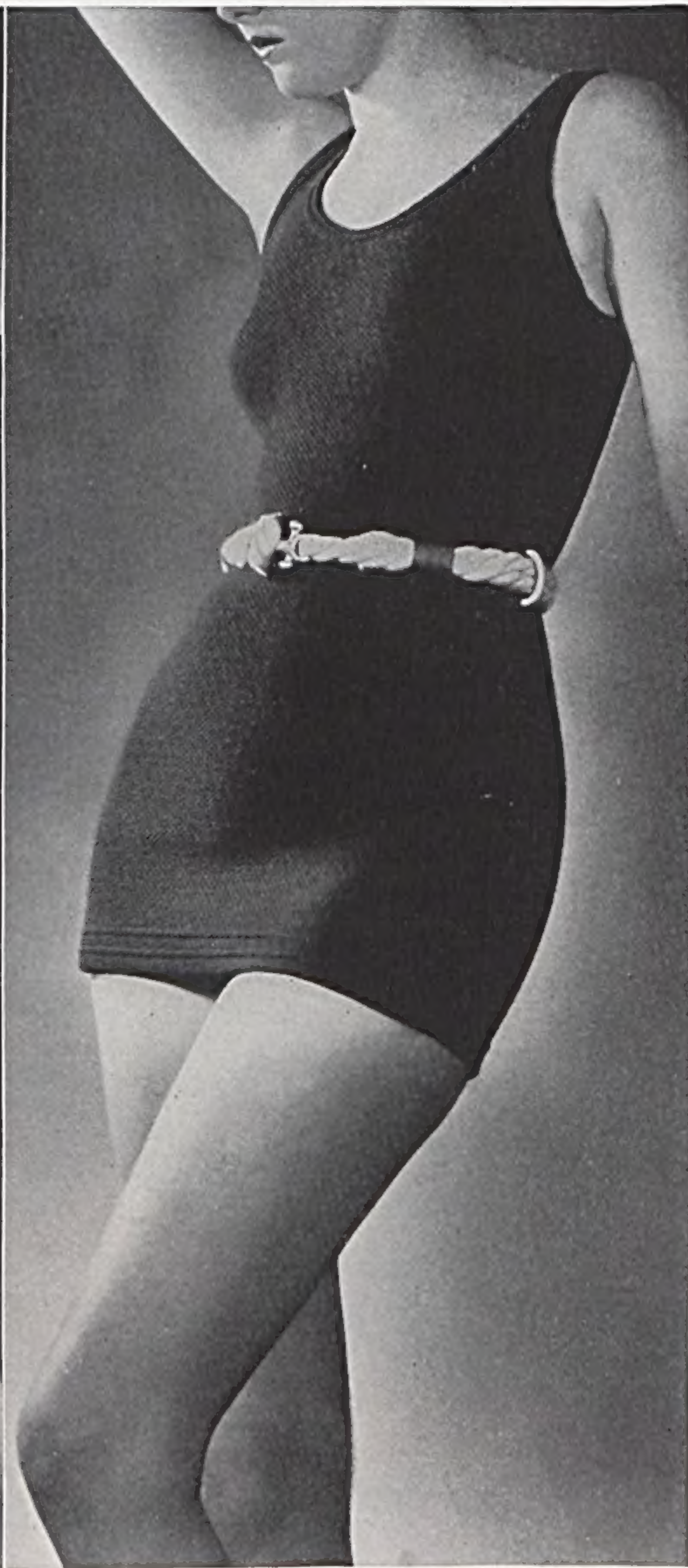
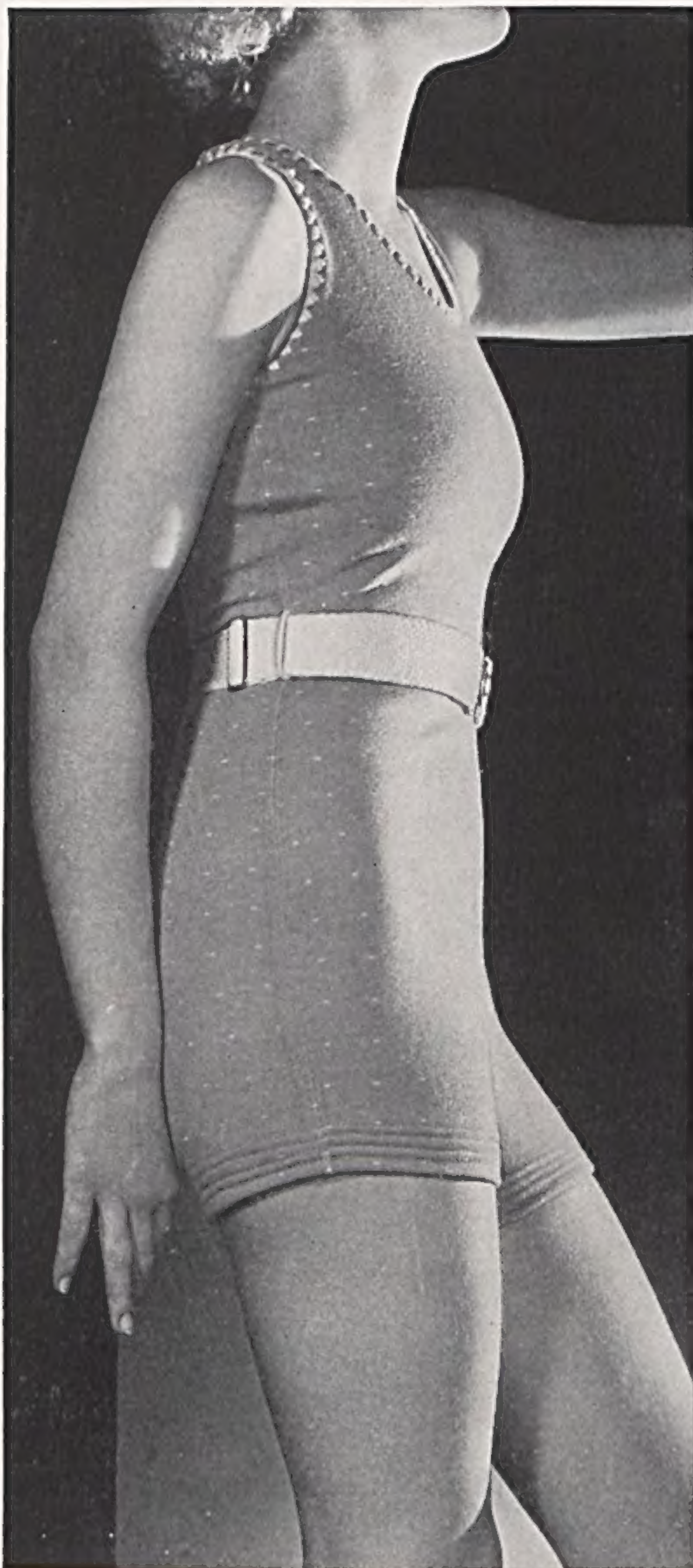
*Do they need to tell you?*



THIS IS WHAT TO LOOK FOR IN A

# Bathing Suit

## THIS YEAR



*Left: This is the twin-knit jacquard . . . demure enough for any one in front, but slashed the limit in the back. White with bright navy, light blue with white, yellow with brown, but especially light blue with white. \$6.95. • Center: The pebble-stitch suit with demi-skirt. The rope-and-anchor belt is frightfully smart. In yellow, brown, navy, or light blue. \$5.95. • Right: Gingham checks, one of the new fabric effects. If you don't like the suspender decolletage, try tying the short straps halter fashion and making a belt of the longer ones. Red, green, bright navy or brown, all with white. \$4.95.*

FIRST of all, there's Big News about maillots. A lovely fashion, but too, too difficult to wear (aside from the fact that a lot of places wouldn't let you wear them). We've a new, improved version with a skirt attached—or rather, half a skirt, for it extends across the front only, and is stitched right in with the seams at the side. It doesn't alter the maillot effect

and it makes you considerably calmer about appearing in public.

Then, the passion for pastels being what it is, we've taken up this matter of unlined suits. With our twin-knit jacquard fabric, you get all the results of a lining without the bulk, the weight, or the look of one. (Is *that* a scoop in bathing suits!) And what we can show you in surfaces!

Aside from baby pants (we have them too), surfaces are the season's leading novelty. We're especially impressed with gingham checks, with a new, roughish pebble-stitch, and, of course, with the jacquards. (Consult the illustrations for details.) The colors, we may add, are simply divine. But since you can't see colors from a picture, hadn't you better come in?

## PECK & PECK



FIFTH AVENUE AT 48th STREET • 42nd STREET  
55th STREET • WHITE PLAINS • PHILADELPHIA  
BOSTON • CHICAGO • ST. LOUIS • MINNEAPOLIS

**Bradley** KNITTED THE SUITS...THEY OUGHT TO BE GOOD!



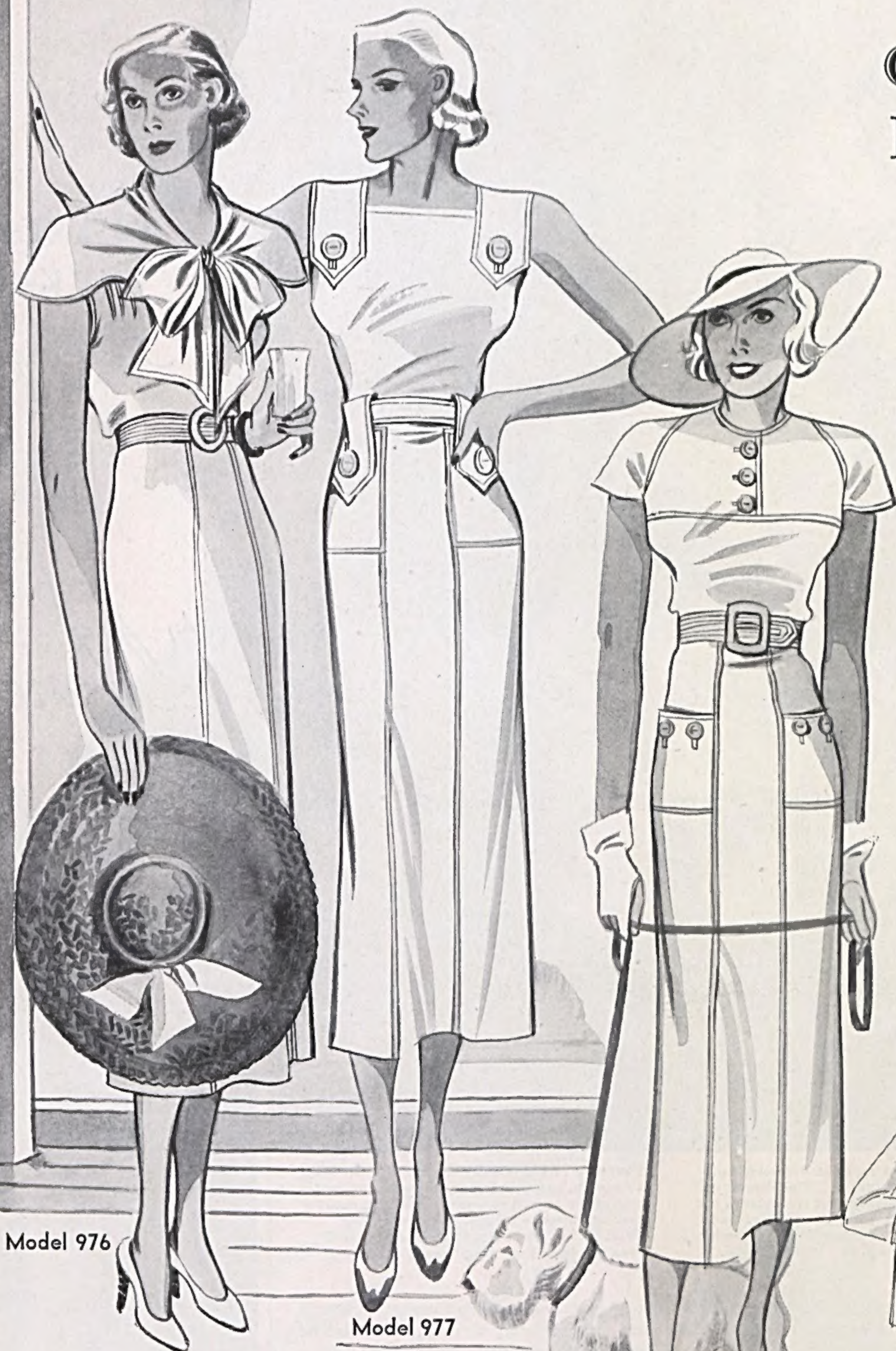


Best's suggests  
**CELANESE  
 PARADISE  
 CREPE**

in lovely pastels  
 for Summer  
 spectator wear

•  
**WHITE  
 PINK  
 LIGHT BLUE  
 YELLOW**

Washable and sunfast



Model 976

Model 977

Model 978

A trio of models with jackets  
 Sizes 14s to 20  
**19.75**

**Best & Co.**

FIFTH AVENUE AT 35TH STREET

GARDEN CITY  
 EAST ORANGE

ARDMORE

BROOKLINE  
 MAMARONECK



Model 976

Model 978

**MAIL ORDERS FILLED**



● PEGGY  
CONKLIN  
*is Girlish...*

● BLANCHE  
YURKA *is*  
*Statuesque*

*Both know the Secret of Graceful lines*



PEGGY CONKLIN portrays the decorous, but not so diffident daughter in "The Pursuit of Happiness." She is one of the foremost of the younger leading women of the theatre. She will be remembered by many for her sensational success two seasons ago in "Mademoiselle."

BLANCHE YURKA, whose recent play, "Spring in Autumn," revealed that she was a brilliant comedienne as well as one of America's really great emotional actresses. As Gina in the "Wild Duck," she played the longest run of Ibsen the New York stage has ever known.

Miss Yurka is stately. Miss Conklin is slight. On the stage and off, both are smartly gowned, trim, supple, sleek—every motion fluent, every line correct. These women of the stage must know some figure secret other women don't! Let's ask them.

■ "I'm slender, so I take size 14," says Miss Conklin. "I don't need much in the way of a foundation—just something to give me the smooth, flat unbroken lines that we must have to wear the present styles well. I find Sensations are just perfect. They bend when I do—where I do. They're two-way stretch, as light and supple as nothing at all, but just firm enough to emphasize the slimness and youthfulness of one's figure."

■ Miss Yurka says, "My foundation is a two-way stretch, too. How glad I was to

find a two-way stretch foundation that's firm yet perfectly flexible. Nemolastik permits the complete freedom of movement so essential to an actress. I can't describe its comfort and flexibility. I am not conscious of it, yet it is there—firm, smooth, unnoticeable."

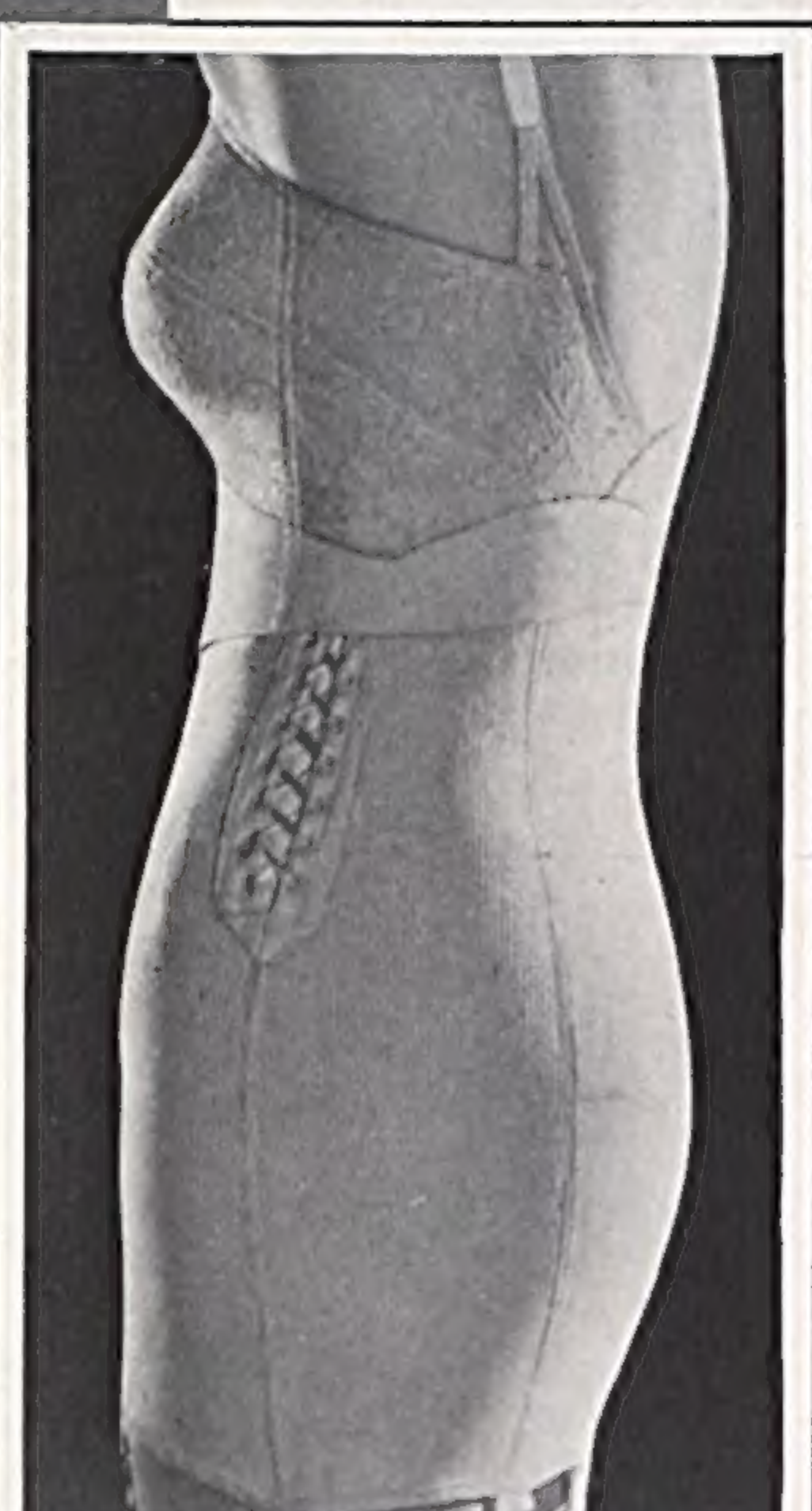
Sensations and Nemolastiks—the foundations so greatly preferred by Miss Yurka, Miss Conklin and many other stage celebrities, are made by the same corset stylists. Both have cleverness of cut, a suppleness of fabric, a trimness of effect that instantly appeal to women as watchful of their appearance as stage stars must be.

Yet both Nemolastiks and Sensations are surprisingly inexpensive. They're sold at the better stores and are available also in the principal cities of Europe.



## "SENSATIONS"

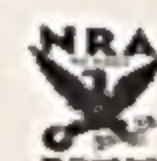
if you're slender. The garment shown above is just one of the many Sensation garments. There are girdles, bandeaux and combinations in a wide range of interesting weaves. See them, try them. Select your favorite. You'll be as enthusiastic as Miss Conklin.



## "NEMOLASTIK"

if you're size 36 or over, above is shown one of the many Nemolastik foundations, with the new and firmer two-way stretch fabric especially developed for fuller figures. There are Nemolastik styles in combinations, girdles and brassieres.

KOPS BROS., INC.  
385 FIFTH AVENUE • NEW YORK  
San Francisco Chicago Toronto London



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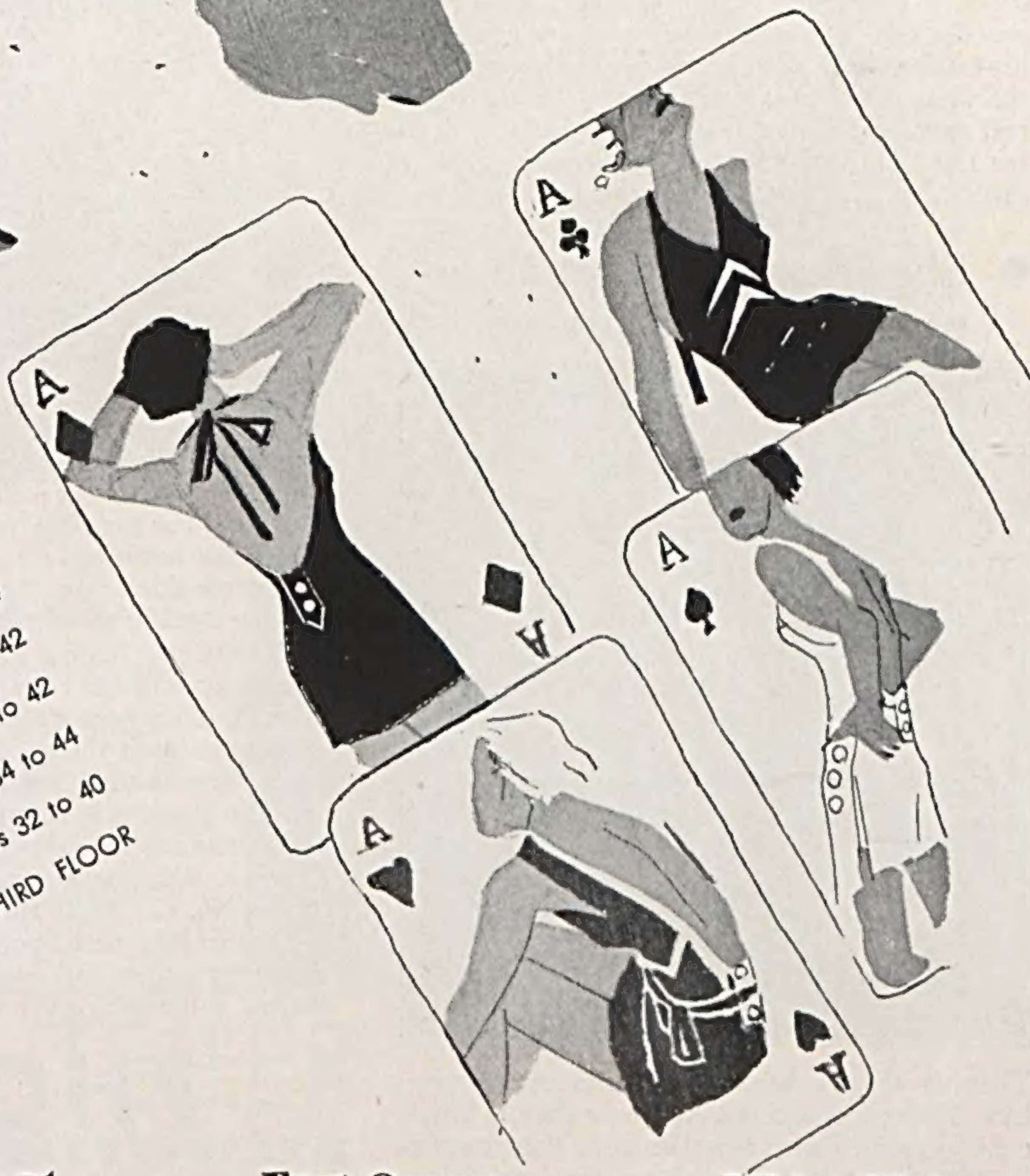
**B. ALTMAN & CO.**



**our 1934 meadowbrook★ bathing suits are all aces, to our way of thinking.**  
**Made of an attractive knitted material, exclusively ours, they are clean-cut in line, distinctive in design. Available in preferred summer colors and color combinations . . . . 13.95**

- \* Figure-smart tri-color effect . . . size 32 to 44
- ♦ solid color, diagonal sectioning . . . sizes 32 to 42
- ♣ contrasting insert, strap back . . . sizes 32 to 42
- ♠ solid color, three button trim . . . sizes 34 to 44
- ♥ two color combination . . . sizes 32 to 40

SURF SHOP—THIRD FLOOR



**Fifth Avenue . . . New York . . . Shops at . . . East Orange . . . White Plains**



# The well-dressed Leg

by PHOENIX

## ● Put your money on these smart Phoenix "Doggy's"



They're winning out in every hosiery fashion race—these Phoenix "Doggy" colors! *Collie*, a true beige, is 'way ahead with summer pastel costumes. Also with the cool navy and white or brown and white prints one sees everywhere. Play *Setter*, a warm beige, for your bright sports things a la Mexicano. It looks well with a lightly sun-kissed skin. For real honest-to-goodness tanners, we recommend the darker beige called *Spaniel*. Very smart with white, with certain pastels, and with all the variants of the red and brown families. *Greyhound* always shows with the wearers of navy blue and grey-beige. It's a real grey-beige—useful in any wardrobe. Ask to see the "Doggy" colors in Phoenix Everyday sheers, No. 705, \$1 the pair. Others, 85c to \$1.95.

## ● Sheer and Shadowless—and so-o-o seductive



They've always been sheer—and seductive—have Phoenix stockings. And now they're Shadowless as well. That's news! Imagine these exquisite Phoenix stockings, with an absolutely clear

and cloudless texture from toe to hem! A new method used in Phoenix knitting banishes hosiery rings forever.

Of course, you get all the other famous Phoenix features in Shadowless Hosiery. Custom-Fit Top, for instance, that stretches *both* ways and fits any size leg like the skin. The Tipt-toe on the special Long-mileage Foot, which gives Phoenix Hosiery extra miles of fashionable wear. There's extra daintiness, too, in silken seams, tailored ankles and Shadow-point fashion marks at the back of the leg. Phoenix Shadowless Hosiery is priced from \$1.25 to \$1.95 the pair. Ask for "Fluff," Phoenix Shadowless Chiffon, No. 779, \$1.25 the pair.

## ● Long-mileage Foot wins in any game



It's Summer—and Summer sports are coming in! Golf and tennis are taking the place of the walking and roller-skating of Spring. And right through everything—Phoenix Long-mileage Foot keeps on proving itself the sturdiest of the silken foot-coverings for any sport.

Very considerably, the Tipt-toe and the Duo-heel are doubly reinforced where wear is hardest. When you're clad in this Phoenix stocking with Long-mileage Foot, you can look nice and silky. And feel secure about no mean holes cropping up to spoil things. Certified Silk helps to make Phoenix stockings longer-lived. Every bit of silk in Phoenix Hosiery is certified to be of the high standard for strength and beauty set by Phoenix. Ask for Phoenix "Standby" service sheers, No. 772, \$1.25 the pair.

Phoenix lisle mesh Sportees with rolled cuff are smart for tennis and golf. They come in pastel shades, to be worn over your Phoenix silk hose.

## ● Looking backward



Of course, you don't see the back of your leg because you're in front of it. But Phoenix is looking out for you by using Shadow-point fashion marks, which are almost invisible. By making fine silken seams and tailoring ankles superbly. Ask for "Street," afternoon Shadowless chiffons, No. 766, \$1.25.

## ● For climbing fences—and other girlish sports



Oh the fun of it and oh the comfort of it if you're wearing Phoenix Hosiery with Custom-Fit Top! For only Phoenix has the famous Custom-Fit Top which stretches *both* ways and yet fits like the skin, whether you're tall or short, slim or plump, or just average. Up and down, or round and round it stretches, or both if you need it. Because it fits so smoothly, Phoenix Custom-Fit Top insures perfect grooming. Ask for "Gadabout," super-sheer Shadowless grenadine, No. 743, \$1.35 the pair.

# PHOENIX HOSIERY

with CUSTOM-FIT TOP



BONWIT TELLER'S  
Chronicle of fashion

# THE SEA SIDE OF FASHION



Slacks and shirts versus shorts and skirt—right above superlatively cut knit-jersey slacks, 10.75 and silken jersey shirt. The shorts with lastex waistband and matching skirt, 22.50.

Cotton pajamas are important — the sleeveless model right with knit waistband is of string weave and has a mannish jacket, 29.50. Knit suits vary from 6.50 to 16.50



Taffeta, jersey and cotton are particularly important — the taffeta dressmaker suit in the center is 12.50, the striped jersey below is 13.50 and the plaid gingham beautifully finished and jersey lined 7.95. Both these suits have the halter neck and dressmaker details.

**B**EACH clothes play an increasingly important part in Summer life and chic women lavish care and thought on the assembling of a complete beach wardrobe. Swim suits, silk suits, pajamas, slacks, shorts, beach wraps and myriad accessories all have their place and Bonwit Teller have assembled their collection with care so that you may *ensemble* yours with confidence.



BONWIT TELLER  
FIFTH AVENUE AT FIFTY-SIXTH





SUMMER FAVORITES IN EXQUISITE SHEER FABRICS

ALL MADE OF

*BEMBERG YARN*



*Primrose*—A frock as lovely as a Spring day. Hang the coat on the chair, if you choose—the frock itself is smart enough. Sizes 14 to 40.

*Nightingale*—Intriguing for every Summer occasion. The cotton beads add a touch of the unusual—the Mousseline de Soie trim, an allure. Sizes 12 to 20.

*Buttercup*—Soft and summery. The coat is just an added bit of luxury—you really do not need it. Sizes 14 to 40.

AMONG THE LEADING STORES THROUGHOUT THE COUNTRY NOW SHOWING THESE CHARMING SUMMER DRESSES ARE:

FRANKLIN SIMON & CO., New York  
BONWIT LENNON CO., Baltimore  
SANGER BROTHERS, Dallas  
D. J. HEALY SHOPS, Inc., Detroit

MARSHALL FIELD & CO., Chicago  
BROADWAY DEPT. STORE, Los Angeles  
SAKOWITZ BROS. "HABLO'S", Houston  
THE A. POLSKY CO., Akron

CHANDLER & CO., Boston  
RICH'S, Inc., Atlanta  
W. I. ADDIS CO., Syracuse

L. L. BERGER CO., Buffalo  
H. & S. POGUE CO., Cincinnati  
THE STEARN CO., Cleveland

JOHN WANAMAKER & CO., Philadelphia  
JOHN TAYLOR DRY GOODS CO., Kansas City  
WOODWARD & LOTHROP, Washington  
SIBLEY, LINDSAY & CURR, Rochester

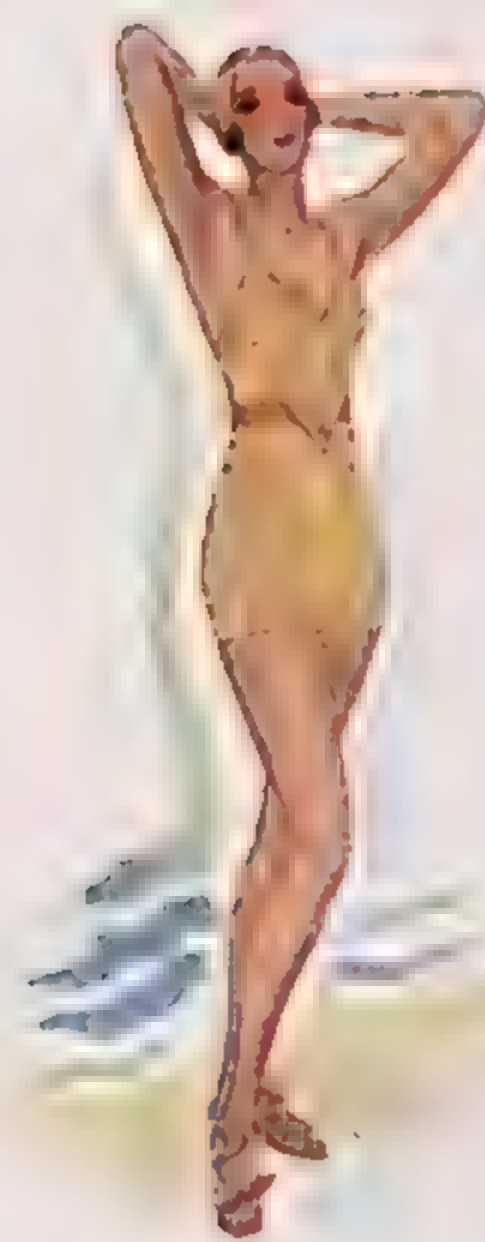
"BEMBERG" IS THE REGISTERED TRADE MARK FOR THE YARNS MADE BY THE AMERICAN BEMBERG CORPORATION





# For SEA-GOING SIRENS

Lovely New Bathing Caps that Glorify even the Simplest Bathing Costume



**1**—Looks "hand-knit" in texture. Detachable strap. White with white, brown, red, navy, or green. (5451)

**2**—"Halo" roll adjustable to taste. Crinkly, crêpe-like. Fashionable nautical touch—pilot-wheel motif in red, blue, or green. (5477)

**3**—New Plaitex finish makes rubber like dress crêpe. Forms part of ensemble of cap, suit, sandals. In several plaids. See figure, left. (5453)

**4**—"Portholes" design with ship-rope pattern. Featherweight but extra strong. Ombre toned: blue, yellow, red, green—with beige. (5475)

**5**—Piqué effect. Lightweight—you can easily hear through it. Duo-toned: orange-brown, rainbow, yellow-green; white inside. (5476)

**6**—Printed Plaitex. Turban, in new fabric-like finish. Plaid effects: red-blue, blue-black, green-blue, brown-yellow. (5478)

**7**—Draped beret. Snug; water-tight. Crinkly crêpe surface. Soft, light, durable. White, blue, red, green, yellow, brown. (5452)

• Don't say we didn't warn you! Imagine the embarrassment of the lady who appears on the beach *this* summer in an ordinary, old-fashioned bathing cap—and finds all the bright young things wearing these gorgeous new Miller creations! Leading stylists designed them especially for Miller, in rubber that looks and feels so much like fashionable rough fabrics it's positively uncanny!

See them at your favorite department store. And above all—don't miss the new Miller ensembles. Rubber suits

in fabric-like "tweeds", prints, plaids—sandals to match, with devastating little "rumba" bows, and some with heels. The suits have an amazing way of making biggish figures look slim, and boyish figures look—hm—feminine. It's wonderful what soft, flexible rubber does for *any* silhouette!

No wonder you see so many Miller suits on the smartest beaches! But they're priced so low, you'll have several this year, for variety. Miller Rubber Products Company, Inc., Akron, O., and 1410 Broadway, New York.

## MILLER Bathing wear for 1934



AT DEPARTMENT STORES  
AND CHIC SHOPS



CHEECHE CREPE WITH PRINTED MATELASSE—LORD & TAYLOR



*Above . . . Ramesa cascades to sheer grace for summer nights—Franklin Simon*



*Left..Cool Point Device, the knit that looks like pin-tuck antelope—Lord & Taylor*

*Right..Bright candy stripes woven like tiny pin-tucks have great chic—De Pinna*



*Above left . . . White Nubspun with a brilliant dude scarf—Martha West, Madison Avenue*

*Above right..A Parklane print ensemble is more than half a happy week-end—B. Altman*



*Rayon by Du Pont*



# Rayon by Du Pont

## SWEEPS TO FASHION'S GLORY

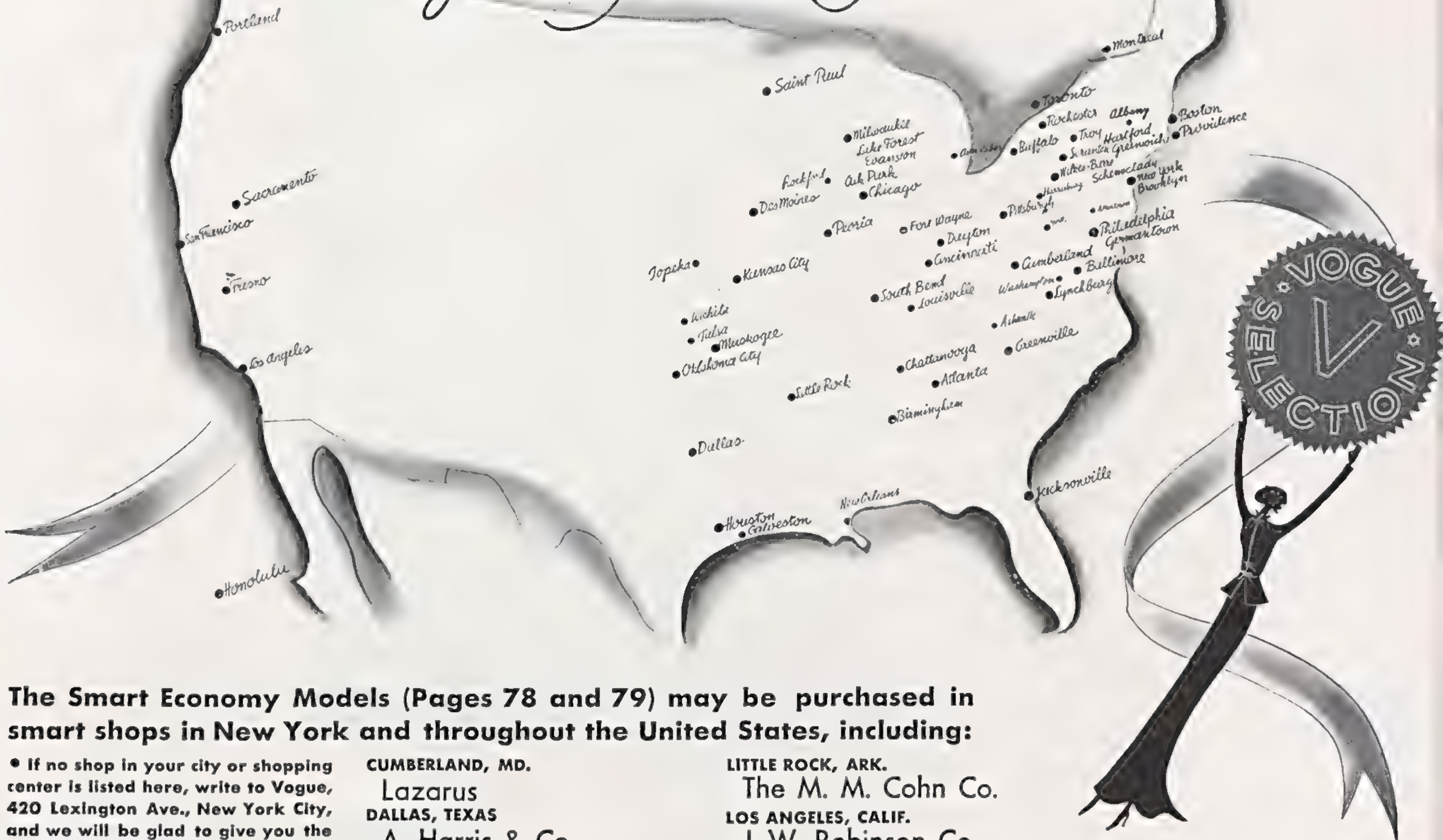
☆ Swift is the tempo in Rayon by Du Pont. Lovelier each season the fabrics made of it. Finer, ever finer, the yarns Du Pont creates. Always it is Du Pont who gives the finest rayon to fashion. ☆ Divinely rayon surrounds us—brings its new and unmatched charm to everything we wear. In this dramatic evolution, most smart women have played a part. First they were enchanted by breath-taking transparent velvets, by the luminous satins so loved by the great couture. Now, thru the increase of truly fine yarn, Rayon by Du Pont pervades every hour of woman's chic. Her exquisite Singlettes by Van Raalte, her soft town suits dramatic with white lingerie touches, her rhythmic prints for afternoon, her gay and practical sports dresses, evening gowns and negligees are at their loveliest when they are Rayon by Du Pont. Brilliant shops say "our finest fashions are in rayon." No wonder Vogue calls it the "Reign of Rayon."—Du Pont Rayon Company, New York, New York

*Shown Right*—"COCKTAIL NOIR" dramatic costume in a startlingly lovely fabric—Mistvel—like tropical mousseline with confetti-sized dots in velvet. Stark beauty in its white mousseline jabot and cuffs. Crisp youth in the flare of its taffeta slip—The Specialty Shop, Third Floor, B. Altman & Co., Fifth Avenue





# THE MAP OF *Vogue's Smart Economies*



**The Smart Economy Models (Pages 78 and 79) may be purchased in smart shops in New York and throughout the United States, including:**

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

**ALBANY, N. Y.**  
W. M. Whitney & Co.

**ALLENTOWN, PA.**  
Hess Bros.

**ANN ARBOR, MICH.**  
Wm. Goodyear & Co.

**ASHEVILLE, N. C.**  
Jean West

**ATLANTA, GA.**  
Davison-Paxon Co.

**BALTIMORE, MD.**  
Hochschild, Kohn & Co.

**BIRMINGHAM, ALA.**  
Burger-Phillips Company

**BOSTON, MASS.**  
R. H. Stearns Company  
**BROOKLYN, N. Y.**  
Abraham & Straus, Inc.  
Frederick Loeser & Co., Inc.

**BUFFALO, N. Y.**  
Jenny Co., Inc.

**CHATTANOOGA, TENN.**  
Miller Bros. Co.

**CHICAGO, ILL.**  
Marshall Field & Co.  
Carson Pirie Scott & Co.  
**CINCINNATI, OHIO**  
Irwins and Klines

**CUMBERLAND, MD.**  
Lazarus  
**DALLAS, TEXAS**  
A. Harris & Co.  
**DAYTON, OHIO**  
The Elder & Johnson Co.  
**DES MOINES, IA.**  
Yunker Brothers, Inc.

**EAST ORANGE, N. J.**  
B. Altman & Co.  
**EVANSTON, ILL.**  
Marshall Field & Co.

**FORT WAYNE, IND.**  
Wolf & Dessauer Co.

**FRESNO, CALIF.**  
Bruckner's

**GALVESTON, TEX.**  
Donna May Shop

**GERMANTOWN, PA.**  
Robert Cherry Sons

**GREENVILLE, S. C.**  
Meyers-Arnold Co., Inc.  
**GREENWICH, CONN.**  
Franklin Simon & Co.

**HARRISBURG, PA.**  
Worth's

**HARTFORD, CONN.**  
G. Fox & Co.

**HONOLULU, HAWAII**  
The Liberty House

**HOUSTON, TEXAS**  
The Patio Shop

**JACKSONVILLE, FLA.**  
Cohen Brothers

**KANSAS CITY, MO.**  
Geo. B. Peck Dry Goods Co.

**LAKE FOREST, ILL.**  
Marshall Field & Co.

**LITTLE ROCK, ARK.**  
The M. M. Cohn Co.

**LOS ANGELES, CALIF.**  
J. W. Robinson Co.

**LOUISVILLE, KY.**  
The May Company

**LYNCHBURG, VA.**  
Byck Bros. & Co.

**MILWAUKEE, WIS.**  
J. R. Millner Company

**MONTREAL, CANADA**  
Gimbel's

**MUSKOGEE, OKLA.**  
Henry Morgan & Co., Ltd.

**NEW ORLEANS, LA.**  
B. E. Spivy Co.

**OAK PARK, ILL.**  
Gus Mayer Co., Ltd.

**OKLAHOMA CITY, OKLA.**  
Marshall Field & Co.

**PEORIA, ILL.**  
John A. Brown D. Gds. Co.

**PHILADELPHIA, PA.**  
Block & Kuhl Co.

**PITTSBURGH, PA.**  
The Blum Store

**PROVIDENCE, R. I.**  
B. F. Dewees

**ROCHESTER, N. Y.**  
Joseph Horne Co.

**ROCKFORD, ILL.**  
Kaufmann's

**SACRAMENTO, CALIF.**  
Meier & Frank Co.

**SAINT PAUL, MINN.**  
Gladding's

**SAN FRANCISCO, CALIF.**  
McCurdy & Co.

**SCHENECTADY, N. Y.**  
Guest House Shops

**SACRAMENTO, CALIF.**

Hale Bros. Inc.

**SAINT PAUL, MINN.**

The Golden Rule

**SAN FRANCISCO, CALIF.**

City of Paris D. Goods Co.

The White House

**SCHENECTADY, N. Y.**

H. S. Barney Co.

**SCRANTON, PA.**

The Heinz Store

**SOUTH BEND, IND.**

George Wyman & Co.

**STOCKTON, CALIF.**

Levinson's Dress Shoppe

**TOPEKA, KANS.**

The Crosby Bros. Co.

**TORONTO, CANADA**

Robert Simpson Co., Ltd.

**TROY, N. Y.**

G. V. S. Quackenbush Co.

**TULSA, OKLA.**

Brown-Dunkin Co.

**WASHINGTON, D. C.**

Julius Garfinckel & Co.

**WHITE PLAINS, N. Y.**

B. Altman & Co.

**WICHITA, KANS.**

The George Innes Co.

**WILKES-BARRE, PA.**

The Isaac Long Store

**YORK, PA.**

Worth's





**"THERE IS ONLY ONE WAMSUTTA"**

*This fat man's WAMSUTTA SHEET is still strong*

## **AFTER 326 LAUNDERINGS . . . 13 YEARS OF HARD WEAR**

IN 1923 we had Wamsutta sheets laundry-tested by a world-famous scientific laboratory. With grim, uncompromising thoroughness they were laundered 160 times—the equivalent of six years' washing and ironing . . . Wamsutta finished strongest of the 24 brands tested—all bought in the open market.

But two years before that another man began a Wamsutta test at home, alternately laundering and sleeping on a Wamsutta sheet. *He is still at it!* This research enthusiast, Mr. William Benoit, owns a modern steam laundry, and says his bedside

weight has averaged about 230 pounds. In 1921 he started keeping track of how many times he laundered one of his own Wamsutta sheets which he brought from home every week after sleeping on it for seven nights.

That was in July, 1921, and the sheet has had only two vacations in nearly thirteen years of use—once when it went to a big Laundryowners' Convention as part of an exhibit, again when this photograph was taken.

That's his sheet in the picture, still strong and whole; just a

typical Wamsutta sheet . . . firm-textured, beautifully white, and as smooth as snow. Of course it has had the best of laundering, but your own sheets can have that too under the code of the Laundryowners' National Association.

Mr. Benoit says his Wamsutta sheet is good for another two years, maybe more, of the same washing and ironing at the laundry—the same pulling and hauling at home.



**WAMSUTTA MILLS**

Founded 1846 NEW BEDFORD, MASS.







DEMEYER

## **I. MAGNIN & CO.** presents a bathing costume

to see you through from boudoir to beach, made in cravat foulard of old chintz design, custom tailored. Bathing Suit, \$15. Lounging outfit, \$24.50. Four pieces complete, \$39.50.

On display at all twelve I. Magnin & Co. style shops on the Pacific Coast

SAN FRANCISCO • DEL MONTE • HOLLYWOOD • MONTECITO • OAKLAND • SEATTLE  
LOS ANGELES (2 Shops) • PASADENA • PALM SPRINGS • SANTA BARBARA • CORONADO



*At the pool—*  
**ISLE A-LEE:** Bright colors worked in a Fair Isle pattern. Straps cross your shoulders to tie at the waist. (left)

**SEASHORTS:** Halter-neck maillot, with oversHORTS. A cord laces through the waist-line ribbing and ties. (center)

**TWO-IN-ONE:** Slim suit of ribbed silk, with a suit of fine zephyr below. It cuts the water like a charm. (right)

*Below—*  
**ROD'N'REEL:** Fisherman's stripes for the halter, ribbed zephyr for jacket, slacks and shorts (not shown.) Sold separately—make up your own outfit. (left)

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## SCHOOL AND

Summer is the ideal time to acquire those plus-values of modern education that are even more important for future success than a headful of knowledge. Some children and young people, well advanced in their studies, need the self-reliance, the physical stamina, the qualities of leadership developed by a good all-round camp. Others ought to be given the chance to perfect themselves, under expert instruction, in some chosen form of sport. Others, again, are mentally restless—they've arrived at an age when they want to see the world without the family tagging along. But the family can't let this dream come true, unless absolute assurance is given that activities and association will be meticulously supervised.

If you are the one to direct these impulses into the proper channels, don't think you need to carry the load by yourself. All of the schools and camps mentioned on these pages have been investigated by Vogue, and you can safely trust the one that appeals to you. If you want further information about some project outlined here, or if you need help in choosing a school for next winter, call or write Miss Marian Courtney, Vogue's School Bureau, Room 1928, Graybar Building, Lexington Avenue at 43rd Street, New York. Telephone, MOhawk 4-7500.

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## "Sail a Sneak"

"Y'heavo, lassies, the wind blows free!"—and when that sentence rings out, Barnegat Bay will blossom with sails. For sailing is going to be the major attraction at Camp Dune by-the-Sea this year. As the girls reach Ship Bottom, Long Beach, New Jersey, on the opening day of camp, they will find trim little sailboats tugging at their lines, and all budding skippers who can pass the swimming test (chiefly distance and an ability to be at home in the water) will forthwith be taught to sail.

The sneak-box is a small, safe boat, easy to handle, that skims over the waves drawing only a few inches of water. Three different types of sail will be used. Beginners learn to handle the leg-of-mutton. After becoming proficient, they advance to Class 2, where they are introduced to the sprit sail. Class 3 brings on the most

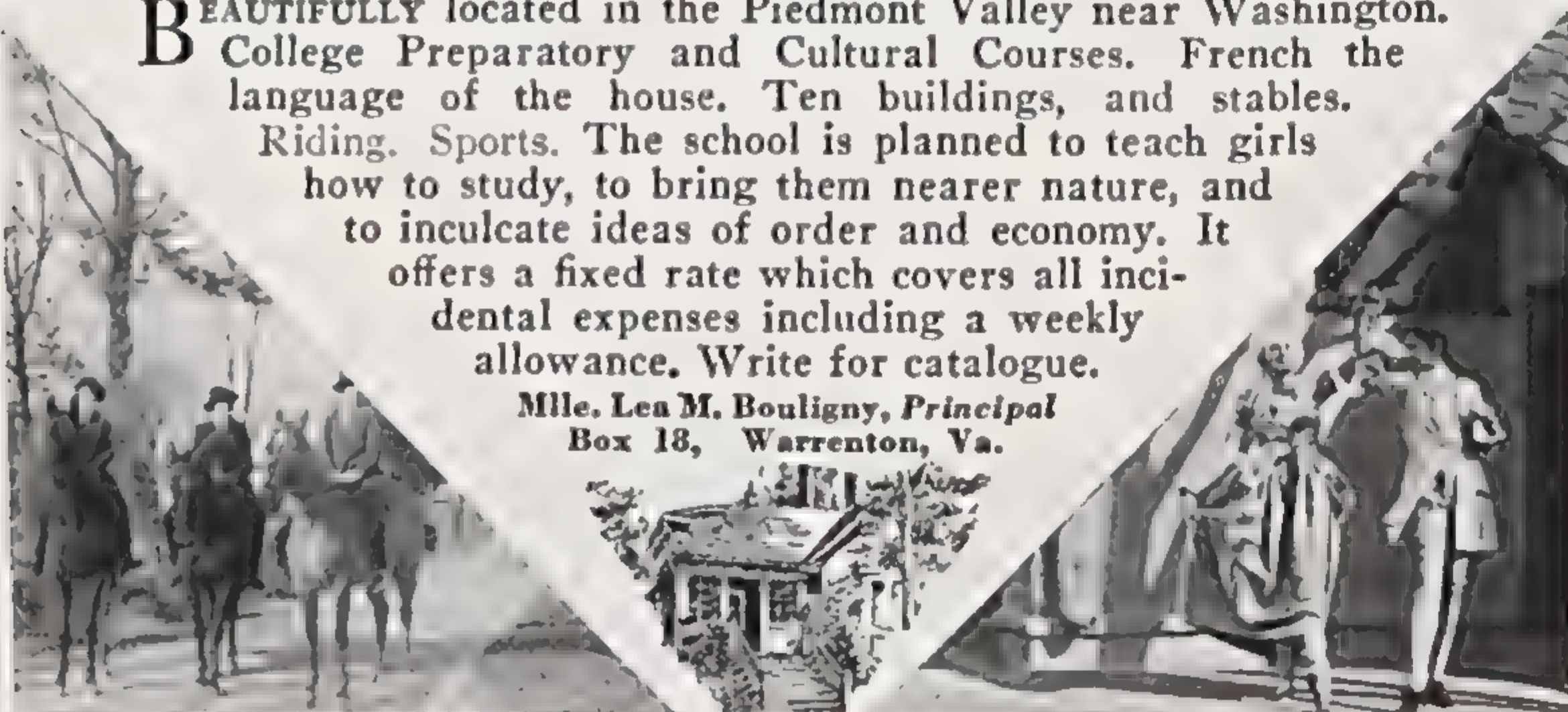
These schools and camps will give special consideration to letters from readers who mention VOGUE.

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# CAMP NEWS

advanced type, the gaff sail with its pulleys, its blocks, and its true sailing-ship atmosphere. Class 3 means joy to the full—the gentle roll of the boat scudding before the breeze, the dash of spray as she tacks against the wind, and the thrill of curbing that same wind to her will.

## Fifteen Girls in Europe

Branksome Hall, in Toronto, one of the outstanding schools of Canada, which also draws pupils from the United States and the islands of nearby seas, plans to let fifteen of its student body see the world this summer. Officially, the group is on tour in Scotland and England to test its prowess in netball, tennis, and swimming against that of girls attending schools of similar standing in Great Britain. But a great deal of carefully supervised sightseeing will be included.

Edinburgh and London figure on the six weeks' itinerary. Windsor is included and so is Hampton Court. The ambassadors of good-will in sports will be entertained at Branksome Hall in Scotland, home of the Scotts, a lateral branch of which family is responsible for the existence of the new Branksome in Canada. Four days in Paris end the whole experience in a blaze of glory. One is glad to hear that several American girls are included in the fortunate group.

## Boston and "Mike"

On exclusive old Beacon Street, where it used to be said that "Lowells speak only to Cabots," many coming orators are now seeking speech with "mike." Which, being interpreted, means that since Emerson College moved into its new home on the Charles River side of this famous Boston, Massachusetts, thoroughfare and installed a modern broadcasting studio with regulation microphones, audition room, and all the rest of the paraphernalia of one of the highest-paid speaking professions, there has been noted a rapid growth in the demand for instruction in the use of the voice.

Indeed the radio course has become one of the most popular in the curriculum, and the class, one of the largest at the college. Now the opportunity to learn broadcasting is to be extended to other than regularly matriculated students, by the establishment of a special Summer School of Broadcasting this season.

A six weeks' term, with courses in the radio voice, radio dramatization, and the technique of broadcasting, will be conducted from July 9 to August 17, under the direction of the well-known radio expert, Arthur F. Edes, familiar to all listeners as

the commentator for the concerts of the Boston Symphony Orchestra.

## Visiting at Home

A ten-year-old youngster, accompanied by one of his teachers, arrives each Saturday noon in the Pennsylvania Station, there to be met by his mother. The occasion is the boy's regular week-end at home, to rejoin the family group after five days at his boarding-school. On Monday morning, he and his teacher return to his school for five full days of study and play in the country.

The boy is one of several attending the Hun Junior School at Princeton, New Jersey, where its Five Day Plan makes possible a combination of boarding-school and home life for him and for others of his age, who live in the New York and Philadelphia vicinities. This Five Day Plan, which is optional, is filling a definite need for both this boy and his parents. Even after it was realized that he needed country surroundings, controlled conditions in play and companionship, individual attention in the class room, and freedom from the distractions of urban life, his parents hesitated to send him away from home at so early an age. But they found an answer to their problem in the Five Day Plan.

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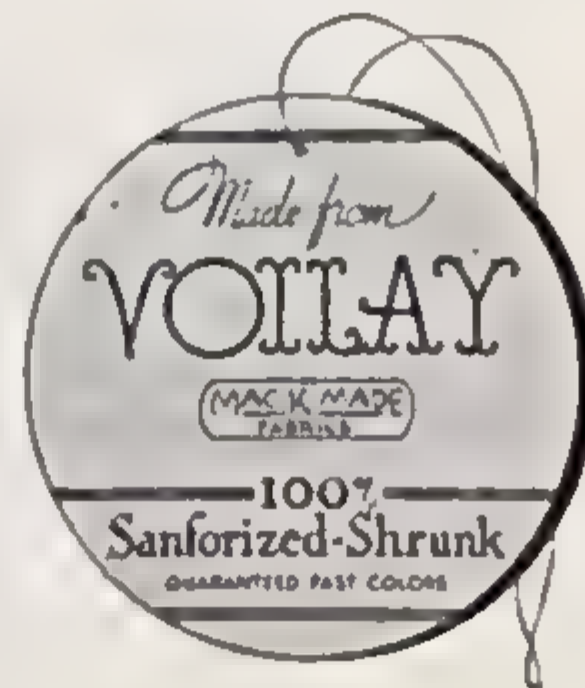
Left. Slenderizing frock of Voilay in small allover print.  
Black, navy, orchid, green, copen. 16-44.

Right. Youthful frock of Voilay in leaf pattern. Copen, brown, navy, red, black. 12-20. Styled by Town and Country Frocks, Inc.

5.95

The thirteen famous stores listed below are making exclusive showings in their cities—and style leader stores in other cities are offering these frocks in a wide variety of styles, colors and fabric designs of Voilay suitable for afternoon and tailored wear.

The Young-Quinlan Co. . Minneapolis, Minn.  
Harzfeld's, Inc. . . . . Kansas City, Mo.  
Chas. A. Stevens & Co. . . . . Chicago, Ill.  
Himelhoch Bros. & Co. . . . . Detroit, Mich.  
The Lindner Co? . . . . . Cleveland, Ohio  
The Gorton Co? . . . . . Elmira, N. Y.  
The Morton Co? . . . . . Binghamton, N. Y.  
The Union Company . . . . . Columbus, Ohio  
The Stern & Mann Co. . . . . Canton, Ohio  
Frank R. Jelleff, Inc. . . . . Washington, D. C.  
B. F. Dewees, Inc. . . . . Philadelphia, Pa.  
E. T. Slattery Co. . . . . Boston, Mass.  
B. Altman & Co. . . . . New York, N. Y.



Look for  
this tag.

\*Trade Mark.

SANFORIZED PROCESS OF CONTROLLED SHRINKAGE  
Cluett, Peabody & Co inc. Patentees. 40 Worth St. N.Y.C.





Gown by  
Bergdorf Goodman



Goodby to all compromises with quality. Goodby to all the false economies of depression years. This year Fashion repeats: "Watch your Fabrics. You can't be smart unless they're right." So watch. Look for the tag or label of the International Silk Guild reading "ALL PURE SILK". Then you are sure of that authentic chic which comes with genuine



BACK  
*to the*  
SILK  
*standard*



# Hip-lines become streamlines in a **Jantzen**

★ It is difficult indeed to tell where a Jantzen leaves off and you begin, so perfect is the fit, so expert the tailoring. It molds your body in smart slenderizing lines, with an amazing degree of figure-control.

The faultless glove-like fit of a Jantzen gives you a sense of trim individuality. It pleases you—and your public, too. It is as though the suit were made for you and you alone.

Shop the better stores today for your 1934 Jantzen. Colors are fashionable, lovely, captivating. Styles are unusual and distinguished.

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There's a model to fit  
every taste and purse.

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The Brä-Zip—an exclusive Jantzen creation—the newest brassiere-type suit with a Metalock fastener that assures perfect fit and appearance across the bust.

Ladies' 6.95; Misses' 6.50.

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The Prom—another type of adjustable suit that assures perfect comfortable fit both in and out of the water. One of the most charming and distinctive back lines of the year.

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swimming suits

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Please send me style folder in colors featuring new 1934 models.

WOMEN'S ☐

MEN'S ☐

Name

Address





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THAYER

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**2. TUNIS**—of white kid also, achieving the new "high over the instep" effect with a novel flap treatment. Dainty Louis heel, and interesting side waves of piping.

**3. PAGODA**—white crushed kid accented with straps of brown calf, distinguished by solid leather heels . . . . .



Let lovely shoes carry you to all the bright, amusing things you will be doing this summer. Either in town, or out where the pavement ends, these footwear style notes by Rice-O'Neill lend coolness and comfort and flattery to your smartest of summer costumes. Moreover, their good looks *endure*, for these shoes are correctly made of fine materials, on foot-flattering lasts . . . . . \$8.50 to \$10.50

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To those who are instinctively fastidious in the selection of bed linen, there's nothing quite so luxurious as Utica Percale. It has the feel of silk and the strength of linen. And now—as an added touch of smartness—you can have your Utica Percale sheets embroidered with exquisite Needlecrest Monograms for only 25c each. Monograms include three initials—executed in large, beautifully designed block letters—and your choice of white, blue, brown, rose or green needlework. . . . Ask at your favorite department store. If they have not yet stocked them, write us direct. Utica and Mohawk Cotton Mills, Inc., Utica, New York.

*An exclusive Utica innovation, Needlecrest Monograms are embroidered directly on sheets or pillow cases—size 2½ x 3¾ inches. Complete three-letter monogram 25c each. Monograms not available separately.*

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☆ Dramatis personae: Five maidens in search of a court in five white tennis frocks of slim and flattering lines. Presented in a new and unusually cool fabric, Crepe Ramita, woven of "Acele." Versions of dramatic simplicity for active sports wear—twenty-five dollars.

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For branch offices see Travelog on pages 18 and 19



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## GREAT WESTERN RAILWAY OF ENGLAND AND WALES

AMERICAN EXPRESS CO. (General Agent for the U. S. A.)

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# "More fun than Europe itself..."

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"... the fun began even before sailing. The idea of *starting* from a 'foreign' port puts one in the proper frame of mind. And the train ride is interesting, especially that part through Old-World Québec.

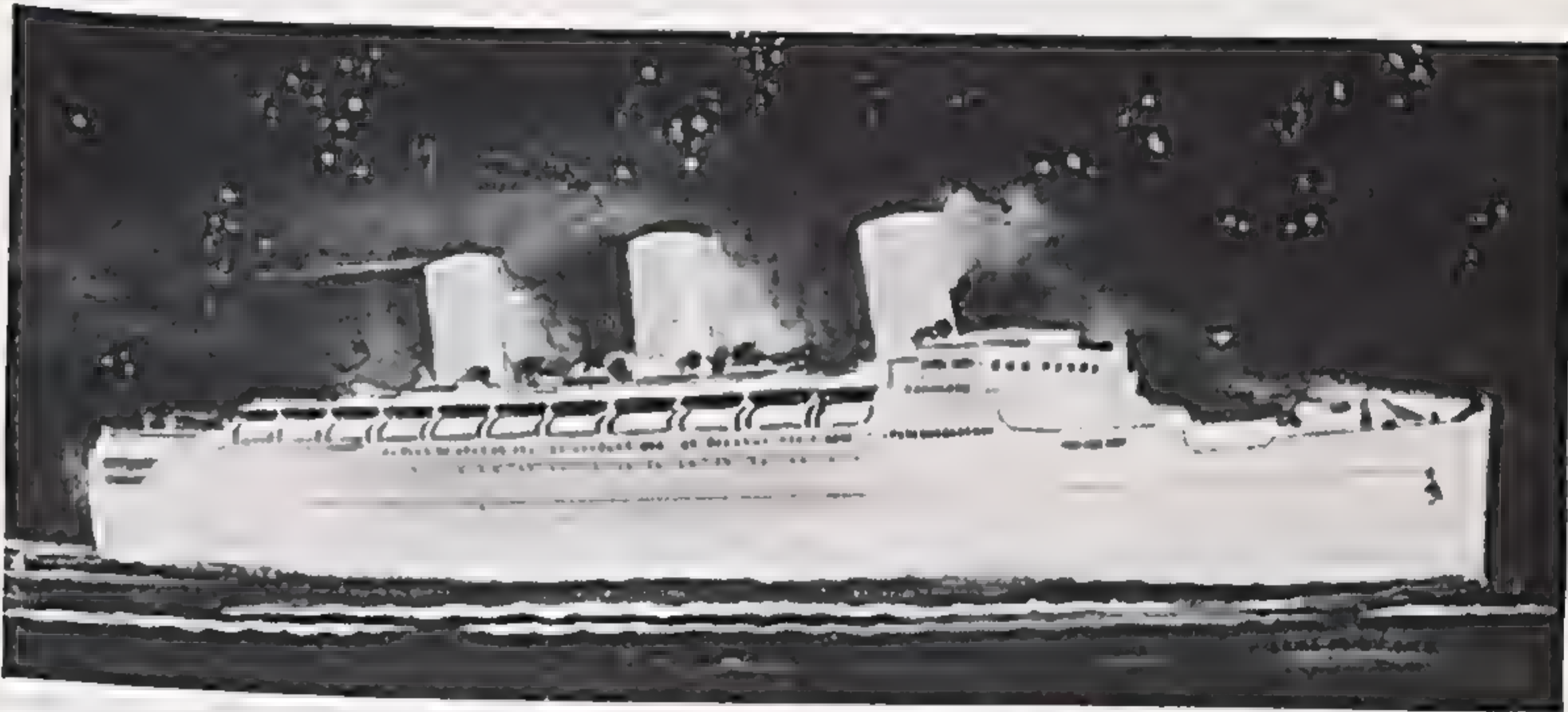
"I thought the trip down the St. Lawrence with its quaint French-Canadian hamlets most delightful. I shall always prefer to go to Europe that way.

"The *Empress* was all I had heard it would be. Instead of feeling confined to a mere stateroom, it's like living in a beautiful apartment at sea.

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"It's no exaggeration to say that I begrudged the *Empress* her *speed*! The voyage was over all too soon. But I shall go *Empress* again!"



**BUILT FOR NICE PEOPLE...** The *Empress of Britain* is managed to please that critical class of people who know what is correct, and expect it... on the high seas as well as at home. • Her apartments are spacious. 70% have private baths. • She has marvellous heating and ventilation. • More SPACE per First Class passenger than anything afloat. • Full-size tennis and squash courts, Olympian Swimming Pool, gymnasiums... grand ballroom, Knickerbocker Bar, and small dining-rooms for your private entertaining.

## Canadian Pacific

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From Québec June 16, 30; July 14; August 4, 18; September 1, 15, 29; October 13... to Cherbourg and Southampton.

Next Winter: West Indies Christmas Cruise. Round the-World Cruise. Both from New York.



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## Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. \$10 to \$12.

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## Greenwich

Kent House. Open May to November. Exclusive clientele. Suites with private balconies. Golf and swimming privileges. Address Halsey Kent.

## Old Lyme

Boxwood Manor. Lovely inn on New England coast between New Haven & New London. Enchanting gardens. Golf, saddle-horses, ocean bathing. DOWS.

## DISTRICT OF COLUMBIA

## Washington

The Raleigh Hotel. New management. Across Pennsylvania Ave. from new Government Buildings. All rooms with tub & shower. \$3. one, \$5.-\$8. two, E. P.

Willard Hotel. Affordable rates popularize it with prominent people. In heart of downtown section. \$1. one, \$6. two, up.

## INDIANA

## French Lick

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

## MAINE

## Poland Spring

Poland Spring House. Mansion House. June 23 to Oct. Where hospitality is truly a fine art. Real comfort. Homelike atmosphere. Unsurpassed table.

## MASSACHUSETTS

## Beach Bluff

Hotel Preston. On ocean front of famous North Shore. Cool. Select. Private Bathing Beach. Golf. Grinnell Sprinklers. License privileges. Amer. Plan.

## Boston

Hotels Lenox and Brunswick. Two friendly-famous Back Bay hotels, located on either side of beautiful Copley Square. Rates from \$2.50 to \$5.00.

## Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Ocean view. Wide stretch of moors. All outdoor sports. Amer. & European Plan.

## Northampton

Hotel Northampton and Wiggins Old Tavern. An Inn of Colonial Charm. \$2.00 up. Excellent food. Antiques. When in Springfield: The Stonehaven.

## Pittsfield

Hotel Wendell. Accommodates 650. Fireproof; modern. Single rooms without bath \$2.00 up; bath, \$3.00 up. Golf nearby. N. A. Campbell, Manager.

## Swampscott

New Ocean House. On historic North Shore. All recreational features. Private bathing beach. Opens May 14th. Booklet. Clement Kennedy, President.

## NEW HAMPSHIRE

## Hanover

The Hanover Inn. On the Campus at Dartmouth College. 100 rooms. 60 baths. Elevator. Comfortable surroundings. Every recreational feature. A. & E. Plan.

## White Mountains—Bretton Woods

The Mount Washington. Opens July 3rd. Bretton Arms, opens June 15th. Famous for golf—two courses. C. J. Root, Mgr. N. Y. Office, 2 W. 45th Street.

## White Mountains—Crawford Notch

Crawford House. Distinctive mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

## White Mountains—Dixville Notch

The Balsams. Leading resort. 18-hole golf course, tennis, swimming, riding. Fireproof. 2 orchestras. No hay fever. Cottages. N. Y. phone PE 6-8218.

## White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

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## Atlantic City



## Chalfonte-Haddon Hall

Chalfonte-Haddon Hall. With inspired food to climax bright hours of golf, tennis, or beach play; lazy Ocean Decks for sunning; game rooms, health baths, music and hotel entertainments, here you'll find the background for a perfect spring holiday. American and European Plans.

## NEW YORK

## Albany

De Witt Clinton. A Knott hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

## Forest Hills, L. I.

Forest Hills Inn. A charming metropolitan hotel in the suburbs. American and European Plan at moderate rates. Write for Booklet A.

## Travelog

## CANADIAN ROCKIES

A season of unusual activity in the Canadian Rockies is in prospect for the coming summer. Since there are so many events and the trip requires so much planning we are going to give you the schedule in brief now.

CALGARY: The Calgary Exhibition and Stampede brings lots of excitement from July 9 to 14. This is a revival of the frontier days of the Canadian West, featuring cowboy competitions in bronco-busting, calf-roping, steer-decorating, chuck-wagon racing, and believe it or not—wild cow milking!

LAKE LOUISE: From July 16-31 the Alpine Club of Canada will make its annual camp in the vicinity of Lake Louise and climb many of the major peaks of the district. If you really feel like climbing mountains in a big way, here's your opportunity. It's no game for children.

BANFF: A series of interesting events are scheduled for this lovely spot. July 27-30 are the dates for the Official Ride of the Trail Riders of the Canadian Rockies, whose membership includes many artists, authors, industrialists, university professors and others interested in outdoor life. The annual ride is a three-day affair and takes the group deep into the wilds. For those who would prefer to do some real, honest-to-goodness hiking, the three days from August 3-6 are set aside for the annual hike of the Sky Line Trail Hikers.

Indian Days at Banff are from August 17-19. This is an annual revival of Indian music, games and folkways by the Stoneys who come

down by the hundreds from their reserve at Morley and set up their teepees for three days and nights on the Elk Pasture adjoining the Banff Springs Hotel.

If you play golf there are two golf tournaments to keep you busy from August 20-25. There's the Fourth Annual Willingdon Golf Tournament and the Fifth Annual Prince of Wales Tournament—both played on the Banff Springs Golf Course.

## ARROWHEAD SPRINGS

Out in California, Arrowhead Springs has many things to offer for converts to the free and easy life. Late Spring events include the Water Carnival in the outdoor pool on May 20, the Decoration Day Tennis Tournament, and, beginning June 15, the Arrowhead Springs three-day Golf Tournament. In addition to these events you will have an active time if you take advantage of the many other attractions at Arrowhead Springs—miles of winding trails, fine saddle horses, swimming, tennis and golf. Then, of course, there are the Waters and the Baths for those who want to take the cure.

## JUST TO KEEP POSTED

HORSE SHOW: Annual Atlantic City Horse Show, Atlantic City, New Jersey, May 16-19.

DOC SHOW: Del Monte Dog Show, Del Monte, California, May 27.

DAVIS CUP TENNIS: Wilmington Country Club, Wilmington, Delaware: United States versus Canada, May 24, 25 and 26.

## NEW YORK (Cont.)

## Loon Lake, Franklin County

Loon Lake House. Top of the Adirondacks. Through Pullman from New York City. State roads. All outdoor sports. 40 cottages.

## New York City

Hotel Barclay. 111 E. 48th St. Delightful Colonial atmosphere. Near the smart shops, theatres, uptown business district, and Grand Central Station.

The Panhellenic. 3 Mitchell Place (49th St. & 1st Ave.). A tower hotel by the East River. Delightful environment. Convenient transportation. Reasonable.

Hotel Parkside. 20th St. and Irving Place. In convenient Gramercy Park. Solariums, roof terraces, excellent restaurant. \$2 per day—\$10 per week.

## Ontario Park

Heart of Catskill Mts. Restricted Country Club Colony. Cottages for rent or sale, attractive prices. Waterman, 15 E. 53rd St., N. Y. City. PLaza 3-2260.

## PENNSYLVANIA

## Eagles Mere

The Crestmont Inn. Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

## RHODE ISLAND

## Watch Hill

Ocean House. Right on ocean. Finest bathing beach on coast. Unsurpassed table and service. Excellent orchestra. Sprinkler system. Low rates. Amer. Plan.

## VERMONT

Free Official State Vacation Books: "Unspoiled Vermont"; "Lakes & Mountains"; "Where to Stop"; Road Map. Sec'y of State, 46 State House, Montpelier, Vt.

## CALIFORNIA (Cont.)

## Los Angeles (Cont.)

French Line. For rates, reservations, information, call or write Harold G. de Golla, G.P.A., 508 West 6th Street, Tucker 4231.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write E. A. Winkler, G.P.A., 620 S. Hill St.

Matson Navigation Company. For rates, reservations, information, call or write Los Angeles Steamship Co., 730 South Broadway, Van Dyke 8101.

Panama Pacific Line. For rates, reservations, information, call or write W. F. Ohlson, D.P.A., 715 West 7th Street, Trinity 8261.

White Star Line. For rates, reservations, information, call or write W. F. Ohlson, D.P.A., 715 West 7th Street, Trinity 8261.

## San Francisco

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to F. L. Nason, 152 Geary Street, Sutter 1585.

Cunard Line. For rates, reservations, information, call or write A. B. Swezey, 501 Market Street, Sutter 6720.

French Line. For rates, reservations, information, call or write Lincoln Wilson, G.P.A., 219 Sutter St., Sutter 7557.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write B. Haushild, 289 Post St.

Matson Navigation Company. For rates, reservations, information, call or write 215 Market Street, Douglas 5233.

Panama Pacific Line. For rates, reservations, information, call or write L. E. Archer, Pass. Mgr., 687 Market Street, Douglas 8680.

White Star Line. For rates, reservations, information, call or write L. E. Archer, Pass. Mgr., 687 Market Street, Douglas 8680.

## DISTRICT OF COLUMBIA

## Washington

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to C. E. Phelps, 11th & New York Ave., National 0758.

Cunard Line. For rates, reservations, information, call or write T. J. Stead, 1504 K Street, N. W., District 1856.

French Line. For rates, reservations, information, call or write F. H. Murphy, G.P.A., 924 Fifteenth St., N. W., Metropolitan 1440.

White Star Line. For rates, reservations, information, call or write R. M. Hicks, D.P.A., 743-14th St., N. W., National 1645.

## GEORGIA

## Atlanta

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to S. E. Corbin, Suite 404, Citizens & Southern Natl. Bk. Bldg., Walnut 2217.

Cunard Line. For rates, reservations, information, call or write A. B. Burnham, 64 Luckie Street, N. W., Walnut 0179.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write Walter Ward, G.P.A., 68 Broad St., N. W.

White Star Line. For rates, reservations, information, call or write A. H. Beisel, D.P.A., 75 Poplar Street, Walnut 8118.

## ILLINOIS

## Chicago

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to J. C. Patterson, 71 E. Jackson Blvd., Wabash 1904.

Cunard Line. For rates, reservations, information, call or write W. F. Crum, 346 N. Michigan Avenue, Central 2050.

French Line. For rates, reservations, information, call or write James Nolan, G.P.A., 306 North Michigan Avenue, Central 5969.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write L. Plate, G.W.P., Mgr., 177 N. Michigan Ave.

Matson Navigation Company. For rates, reservations, information, call or write 230 North Michigan Ave., Randolph 8344.

Panama Pacific Line. For rates, reservations, information, call or write J. D. Roth, 180 N. Mich. Ave., Randolph 6840.

White Star Line. For rates, reservations, information, call or write J. D. Roth, 180 N. Mich. Ave., Randolph 6840.

## LOUISIANA

## New Orleans

Cunard Line. For rates, reservations, information, call or write W. P. Rovira, 205 St. Charles Street, Raymond 7397.

French Line. For rates, reservations, information, call or write E. P. Belot, Gen. Pass. Agent, 148 Baronne St.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write J. L. McCall, 1713 American Bank Bldg.

White Star Line. For rates, reservations, information, call or write E. J. McGuirk, D.P.A., 317 St. Charles Street, Main 4740.

## MAINE

## Portland

Cunard Line. For rates, reservations, information, call or write H. Abrahamson, 198 Middle Street, Forest 5505.

## MARYLAND

## Baltimore

Cunard Line. For rates, reservations, information, call or write D. G. Hanson, 319 N. Charles Street, Plaza 1522.

Hamburg American Line—North German Lloyd. For rates, reservations, information, call or write Otto H. Franke, G.P.A., Charles & Redwood Sts.

White Star Line. For rates, reservations, information, call or write F. T. DeCock, G.P.A., 340 North Charles Street, Vernon 3720.

## STEAMSHIP BRANCH OFFICES

## CALIFORNIA

## Los Angeles

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to Wm. McIlroy, 621 South Grand Avenue, Trinity 3258.

Cunard Line. For rates, reservations, information, call or write W. F. Hanniver, Room 919, O. C. Chapman Building, Tucker 5208.

## INDIA

India State Railways. Travel in India like a rajah for as little as ten cents a mile. For information: W. T. Biscoe, Delhi House, 38 E. 57th St., N. Y. City.



## VOGUE'S TRAVELOG—(Cont.)

## MASSACHUSETTS

## Boston

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to L. R. Hart, 405 Boylston Street, Kenmore 7351.

**Cunard Line.** For rates, reservations, information, call or write C. Stewart, 33 State Street, Hubbard 8700.

**French Line.** For rates, reservations, information, call or write H. Ainsley Highman, G.P.A., 421 Boylston Street, Commonwealth 5110.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write Christopher de Groot, G.P.A., 252 Boylston St.

**Panama Pacific Line.** For rates, reservations, information, call or write G. W. Howard, G.P.A., 563 Boylston Street, Commonwealth 4800.

**White Star Line.** For rates, reservations, information, call or write G. W. Howard, G.P.A., 563 Boylston Street, Commonwealth 4800.

## MICHIGAN

## Detroit

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to M. E. Malone, 1231 Washington Blvd., Cherry 7820.

**Cunard Line.** For rates, reservations, information, call or write F. N. Clarke, 1243 Washington Boulevard, Cadillac 3930.

**French Line.** For rates, reservations, information, call or write Rene P. Joubert, G.P.A., 1247 Washington Boulevard, Cherry 0011.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write H. C. Kohring, 1215 Wash. Blvd.

**Panama Pacific Line.** For rates, reservations, information, call or write W. C. Lanesweert, D.P.A., 1255 Washington Blvd., Cadillac 7665-7666.

**White Star Line.** For rates, reservations, information, call or write W. C. Lanesweert, D.P.A., 1255 Washington Blvd., Cadillac 7665-7666.

## MINNESOTA

## Minneapolis

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to H. M. Tait, 611 Second Avenue South, Main 3571.

**Cunard Line.** For rates, reservations, information, call or write D. W. Thomas, 95 South 7th Street, Atlantic 2289.

**French Line.** For rates, reservations, information, call or write H. Ellingsen, G.P.A., 123 South Third Street, Geneva 7744.

**White Star Line.** For rates, reservations, information, call or write Miss H. L. Mayhew, D.P.A., 137 South 7th St., Geneva 7335.

## MISSOURI

## Kansas City

**White Star Line.** For rates, etc., call or write R. H. Griffiths, Mgr., 1100 Locust St., St. Louis, Missouri, Main 1190 or authorized steamship agents.

## St. Louis

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to G. P. Carbery, 412 Locust Street, Garfield 2135.

**Cunard Line.** For rates, reservations, information, call or write O. J. Lenihan, 1135-1137 Olive Street, Chestnut 6233.

**French Line.** For rates, reservations, information, call or write Kenneth M. Jackson, G.P.A., 1022 Locust Street, Main 0682.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write Edwin Gaffron, 1026 Locust St.

**Panama Pacific Line.** For rates, reservations, information, call or write R. H. Griffiths, D.P.A., 1100 Locust Street, Main 1190.

**White Star Line.** For rates, reservations, information, call or write R. H. Griffiths, D.P.A., 1100 Locust Street, Main 1190.

## NEW YORK

## Buffalo

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to W. P. Wass, 160 Pearl Street, Cleveland 0102.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write E. A. Pieper, 11 W. Genesee St., Buffalo.

## New York City

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to E. T. Stebbing, Cor. Madison Ave. & 41th St., Vanderbilt 3-6666.

**Matson Navigation Company.** For rates, reservations, information, call or write 535 Fifth Avenue, Murray Hill 2-3685.

## OHIO

## Cincinnati

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to K. A. Cook, 201 Dixie Terminal Bldg., Main 4156.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write George Petroll, 2301 Carew Tower.

## Cleveland

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to G. H. Griffin, 1010 Chester Avenue, Main 2512-3.

**Cunard Line.** For rates, reservations, information, call or write G. C. Small, 1022 Chester Avenue, Main 6073.

**French Line.** For rates, reservations, information, call or write H. A. Watson, G.P.A., 26 Public Square, Cherry 7474.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write C. O. Ahrendt, G.P.A., 1119 Euclid Ave.

**Panama Pacific Line.** For rates, reservations, information, call or write R. H. Sutcliffe, D.P.A., 616 East Superior Ave., Hotel Hollenden Bldg.

## OHIO (Cont.)

## Cleveland (Cont.)

**White Star Line.** For rates, reservations, information, call or write R. H. Sutcliffe, D.P.A., 616 East Superior Ave., Hotel Hollenden Bldg.

## OREGON

## Portland

**Canadian Pacific.** For Trans-Atlantic, World Cruise & other steamship services apply to W. H. Deacon, 626 S.W. Broadway, Phone: Broadway 0637.

**Cunard Line.** For rates, reservations, information, call or write Liddell & Clarke, 211-212 Board of Trade Bldg., Atwater 8508.

**Hamburg American Line—North German Lloyd.** For rates, reservations, information, call or write P. G. Naef, 1012 Porter Bldg.

**Matson Navigation Company.** For rates, reservations, information, call or write 271 Pine Street, Atwater 4386.

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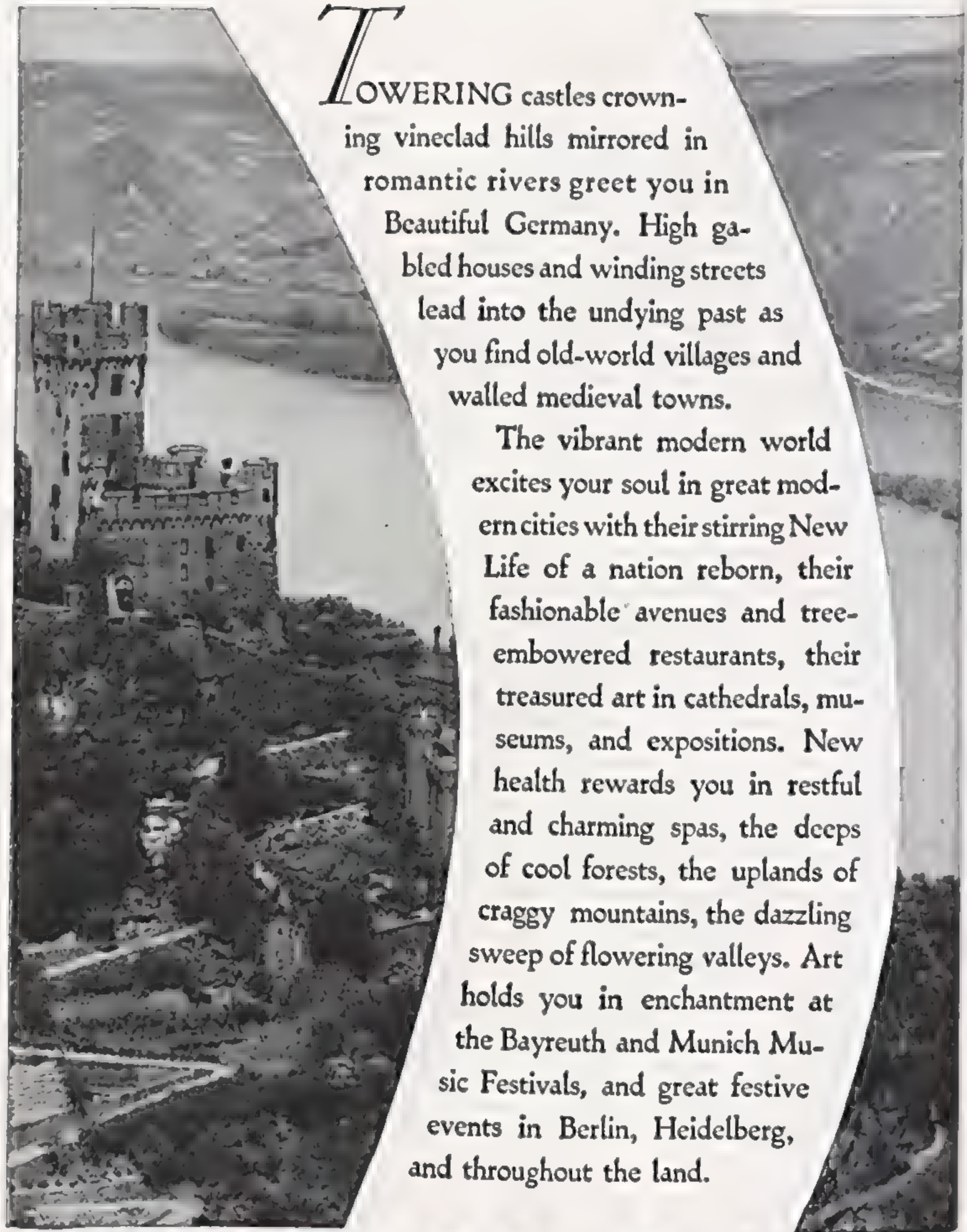
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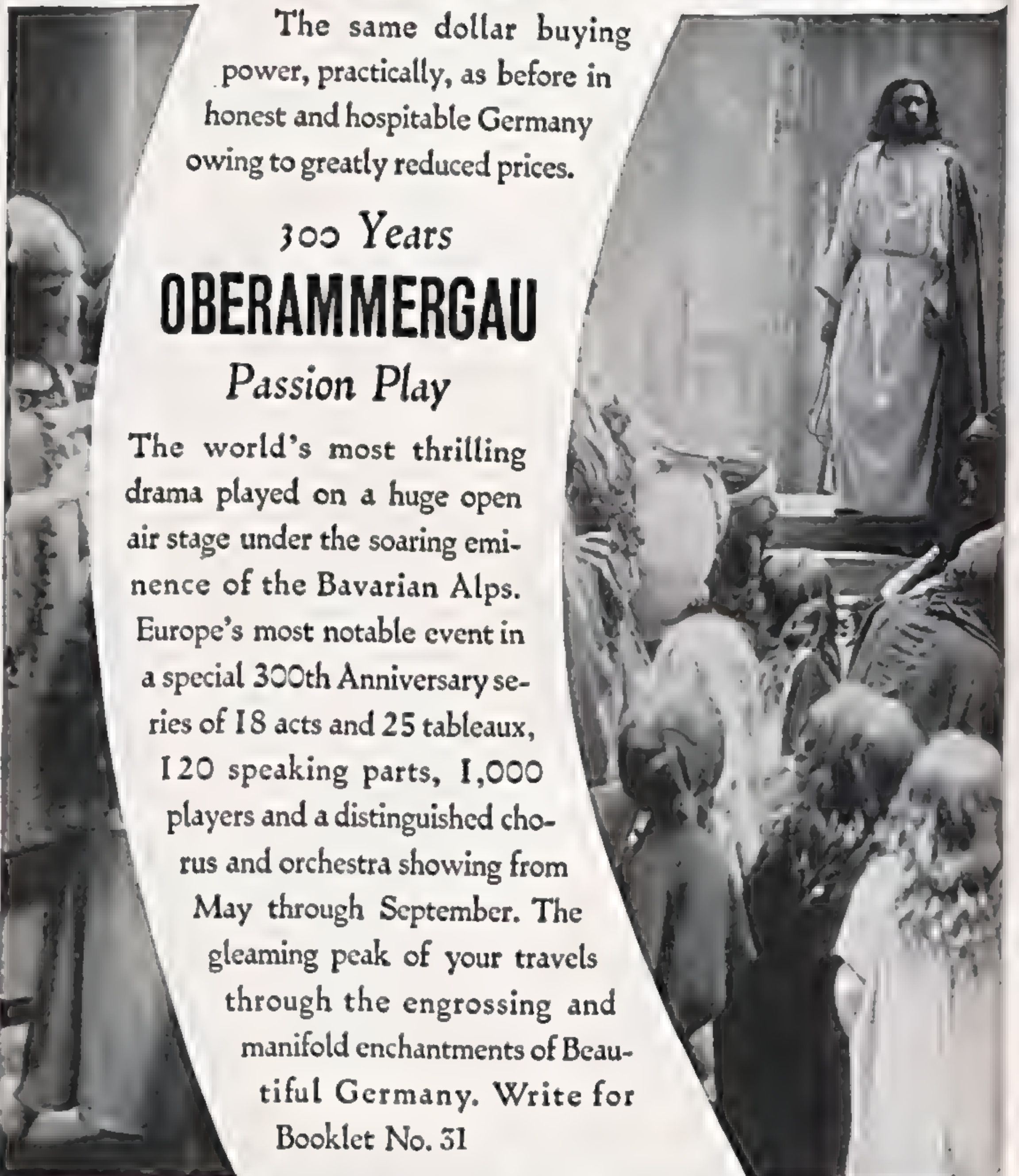
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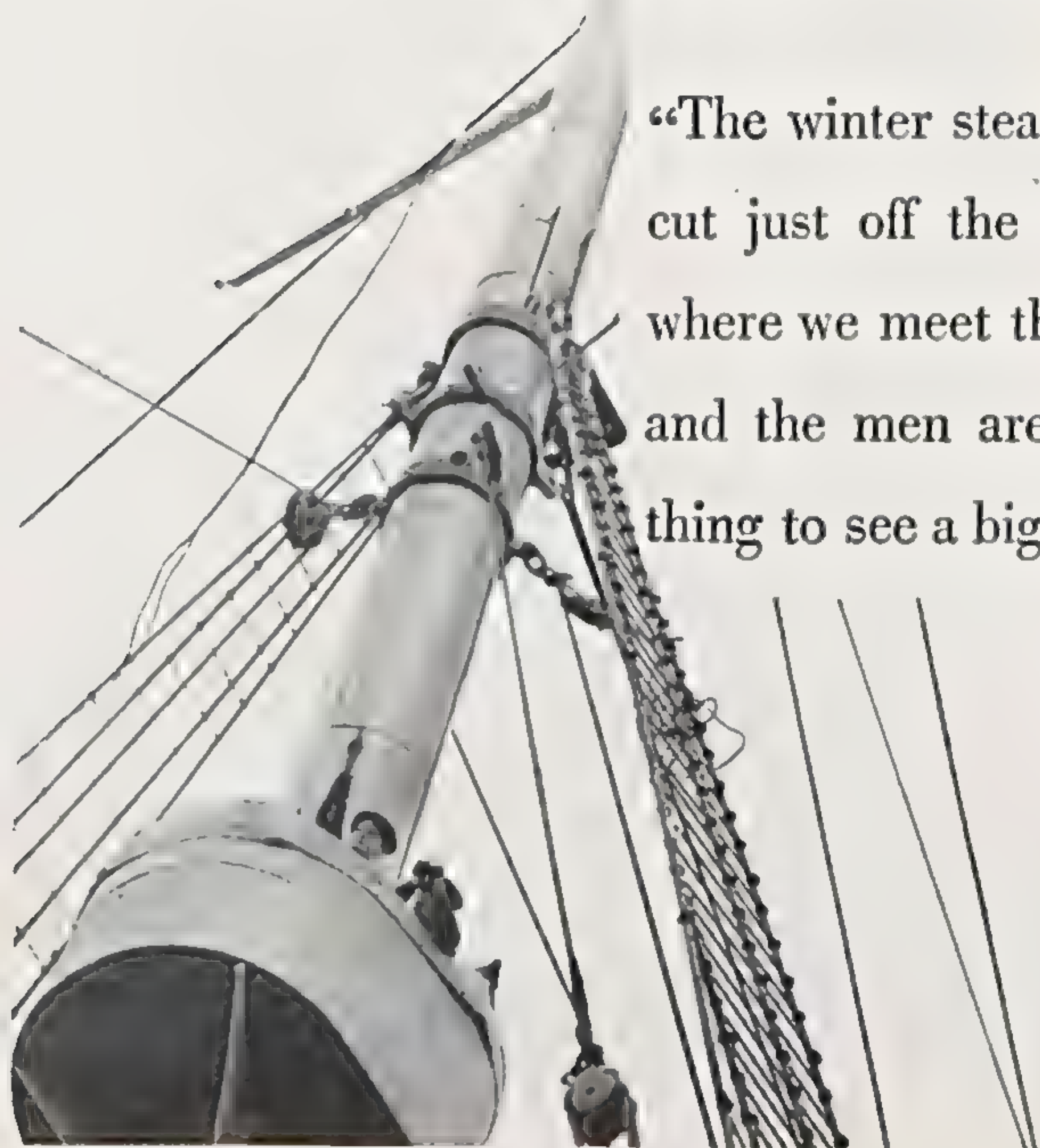
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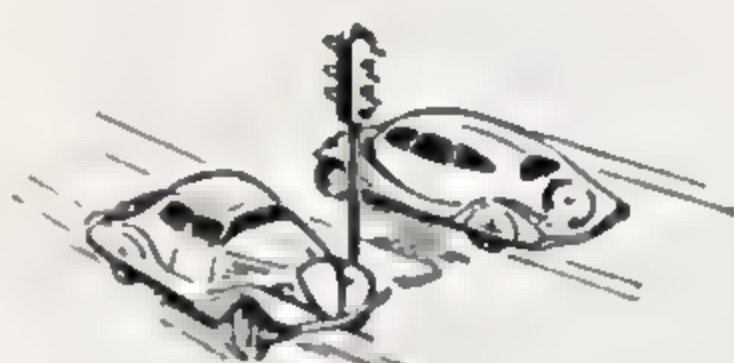
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# Vogue Covers

## Going Grecian



• As I go about listening to the summer plans of those answering the call of Wan-

derlust, I am struck by the fact that there is a very definite and growing interest in Greece—especially in the romantic Grecian isles. Sensing this trend, those clever girls who run their smart and efficient travelling agency on Fifty-Seventh Street—the two Bristed sisters—are working in cooperation with the Greek Line, and have planned a cruise that sounds most exciting and exotic.

The boat is *S. S. Patros II.*, and, though under Greek management, it was actually built in Scotland and has all the sturdiness and modern equipment that we have learned to expect from Scotch shipyards. The Bristeds know many people who have cruised the Aegean and Mediterranean on this very ship, and they have sent in such good reports that every confidence is felt in sponsoring it. In fact, the wives of two of our former presidents—Mrs. Roosevelt and Mrs. Taft—happened to be on this ship during its March cruise in Grecian waters. The *Patros II.* will sail from Marseilles on August 8, returning there on the 30. During the twenty-two days away, she will follow a fascinating schedule—one that carries you back to your Odyssey and Greek mythology. Besides all sorts of seldom-visited spots, such as Delphi, Myconus, Olympia, and Crete, the cruise will allow you over three days both in Athens and Istanbul—as the modern Greeks call Constantinople.

The cost of the trip varies according to the accommodations desired. I believe the minimum trip costs around \$500, but I was impressed with the fact that, unlike many cruise costs advertised, this particular fee includes all shore excursions, foreign government taxes, and—last, but not least—wine with your meals on board. So, if you are yearning to

see yourself against a classic background this summer, you can get further details from the Bristed-Manning Travel Service, Inc., 11 East Fifty-Seventh Street.

## Henri's of Radio City

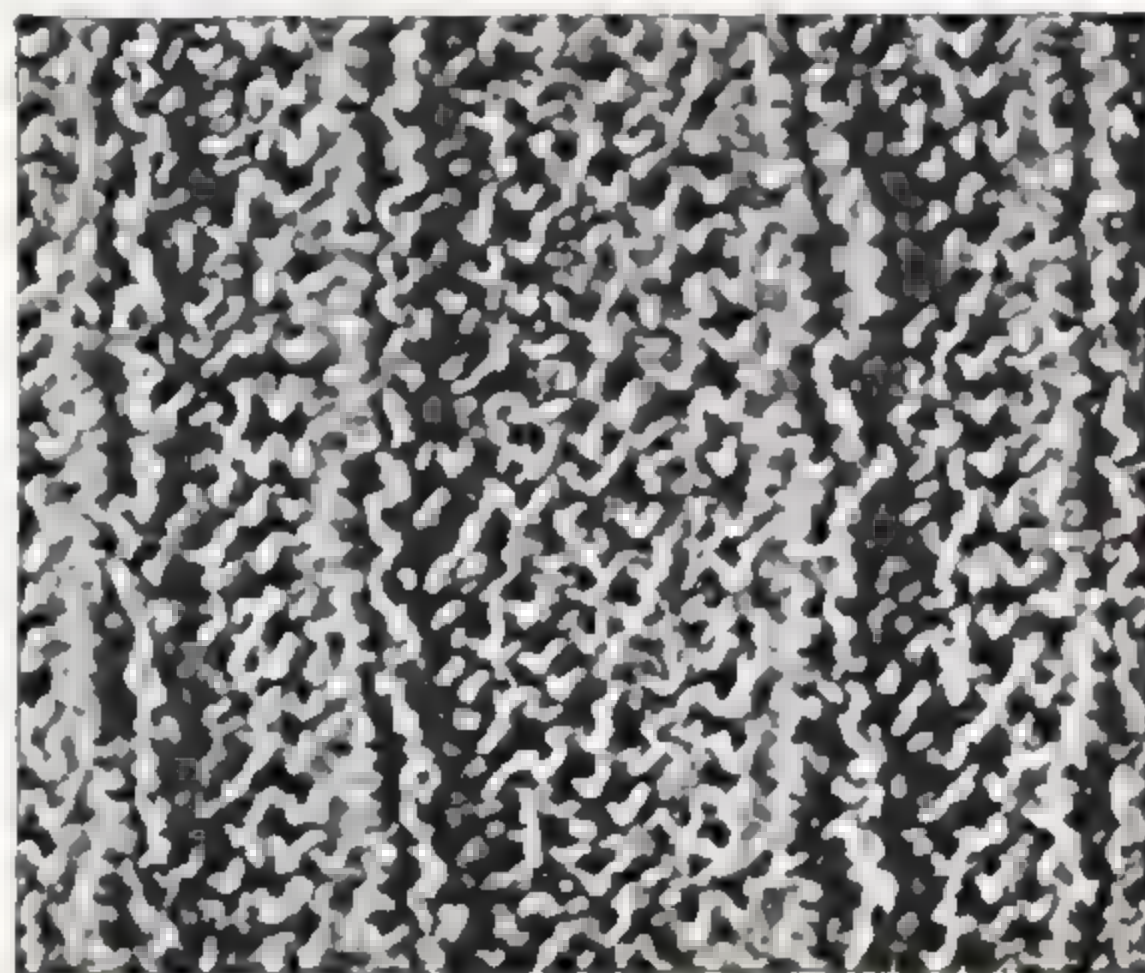
• There's hardly a French restaurant in town that hasn't advertised itself as a "bit of Paris," but it remained for that one which is most truly Parisian to open up without any fanfare and immediately achieve *un succès fou*. But no restaurant sponsored by Henri requires ballyhooing. This super-chef's hosts of customers, who for years have made treks out to Lynbrook, Long Island, to enjoy his marvellous cuisine, were overjoyed at the news that Henri was opening up in town.

He couldn't have chosen a more appropriate location—the French building at Radio City. The minute you enter the restaurant, you feel as if you were actually in Paris. Henri refuses to have a crowded feeling in the room. There's a delightful sense of leisure and spaciousness. Tables of hors-d'œuvres, pastries, pâtés, and delectable viands are there to tempt you—but the best sight of all is Henri himself, with his white chef's hat towering above his face, and the well-known, genial, Henri smile.

## Pierre's "Wednesdays"

• Those Sunday nights that Marion (Mrs. Arthur) Cooley sponsored at the Ship Grill's Victorian bar proved to be so successful that Pierre's enlisted the services of this "night-club hostess" of society. So Mrs. Cooley has been holding forth there with her usual vivacity these past two Wednesdays of May. To watch her hostessing, one might think that La Cooley had had a Broadway background, instead of Philadelphia's staid Main Line. Visiting from table to table, she creates an atmosphere of informality that is very pleasant, and she has a knack of getting talented people on their feet to do their stuff. The result is that, though no feature may be announced at her par-

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and  
Hilda*

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# the town

ties, before the evening is over you have been entertained by an impressive array of stars.

Pierre's new hostess has inaugurated several touches on the roof where these Wednesdays take place. As you get off the elevator, you are greeted by a new bar that has been installed, and you hear some one strumming softly on the piano—that is, provided Jack Denny and his orchestra aren't already blazing the trail for dancing. Unlike the Victorian bar evenings, the ones at Pierre's are formal (at least as to dress), and most people dine late, staying on to dance to the music of maestro Denny and to be entertained by the various celebrities whom Mrs. Cooley gathers together.

## Good spirits

• The young men back of one of our newest liquor shops were not meaning to be facetious when they named their place Good Spirits. They meant it in the literal sense, as well. A talk with these earnest vendors will convince you of their endeavour to sell only spirits which are of the best.

Great pains are taken to have their shipments tested. The day I was in the shop, they had just sent back a case of Scotch that had not been analysed. "Of course, it might have turned out to be all right," said they, "but we were suspicious of the way it was packed and labelled." Personally, since Repeal I haven't found any cause for being so finicky—but those who have a phobia for purity will welcome the advent of Good Spirits.

The shop is conveniently located on Forty-Ninth Street between Fifth and Madison. It's unusually roomy—which should make it popular for torrid days. The thoughtful managers have arranged comfortable lounges for you to sink on while selecting your summer supply of hocks and rums. In the window, there is a provocative revolving bar on which are placed bottles, specialties of the day, to tempt you. In the centre of the room is—inspired idea—a four-

foot champagne bottle that serves as a fountain. Out of its mouth a constant stream gushes forth, making you want to dash around the corner to the Chatham or to Sherry's and demand an immediate champagne cocktail (after, of course, first ordering a whole case from Good Spirits).

## Maillard's new maestro

• Gourmets-about-town were overjoyed to hear that Maillard's had the happy idea of inducing Georges Everart to come from his five-years' seclusion and take his stand once more—this time as the guiding spirit of their restaurant on Forty-Seventh Street. Everart belongs to the same school of distinguished restaurateurs as Oscar and Theodore Titzé, and it is nice to know that in our new "era of elegance" that we are doing so much shouting about, he is again on the scene of action.

For you young things who don't go back to those original days of elegance, may we say that Georges Everart used to hold forth at such places as the Ritz in Paris, Monte Carlo, Bradley's in Palm Beach, the Plaza in New York, and the Greenbrier at White Sulphur. With his advent at Maillard's, the restaurant is now kept open for dinner. A table d'hôte dinner is served for about a dollar and a quarter, and you can rest assured it's an unusually good one—otherwise, the maestro would not be identified with it. Maillard's has been a popular mid-town rendezvous for luncheon for years, but, under the new baton, it has taken on even a fresher interest.

## Creole

• If you happened to include New Orleans in your winter sojourn, and still have a craving for those creole dishes—especially gumbo—, then you should lunch some day at the New Orleans restaurant, also known as La Nouvelle Orléans. Besides gumbo, this restaurant goes in for many dishes popular in Louisiana, such as hopping-john, stuffed peppers, shrimps (Continued on page 32)

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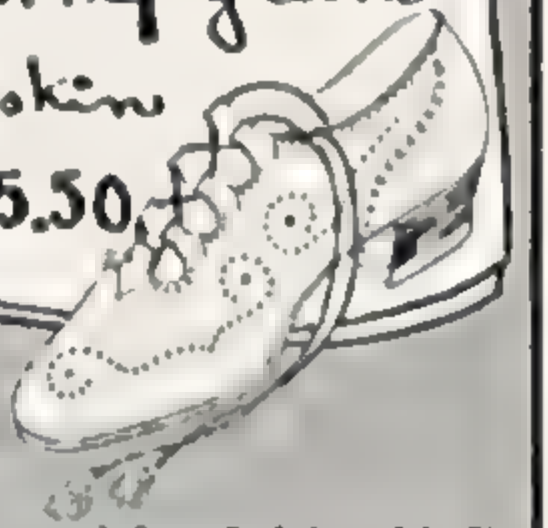
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## Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type

of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.





## "WHAT A SIMPLY MARVELOUS PARTY!"

• The place was right—and right for the people. But just suppose this divine discovery had been wasted on Aunt Cynthia last week—for whom Vogue's Gourmets' Guide provided an equally inspired solution!

• That's why it's the hostess' delight, the guest's fond memory—because it explains as well as lists. Just put this little gadget under any relative's nose, and she finds her own milieu. Just pass it over to the head of the house, and he makes no more mistakes about out-of-towners. If you're from out of town yourself, work down the list for new sensations. . . . A Guided gourmet never says, "I wish we had—" but "Isn't it lucky we did!"



## RESTAURANTS

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## VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 31)

creole, hominy and rice fixed in many ways, hot breads, and French drip-coffee. A warning if you go for the gumbo. Unless you are insatiable, order just a half-portion, which, with a salad (also a half-portion), is a perfectly good luncheon. The address is 9 East Forty-Seventh Street.

## MacDougal Alley news

• No Greenwich Village hide-i-hole is The Jumble Shop at the corner of Eighth and MacDougal Streets. For years, this restaurant, one of the oldest in that vicinity, has been serving good food to a devoted and distinguished clientele amid surroundings that are pleasantly informal, but innocent of any bizarre artiness. Recently, it came forth with a tap-room—a congenial, mellow sort of meeting-place, presided over by Charles, who was the bartender at the Ritz in the days before the War and knows more than a thing or two about mixing drinks. (Incidentally, one of Charles' specialties is the Vogue Cocktail, as potent and excellent a cocktail as this person has ever bent his arm to.)

And now, The Jumble Shop has two more features that promise to make it more popular than ever. First, there is a brand-new private dining-room—just the sort of a place for congenial dinner-parties, with its charming murals done by none other than Guy Pène du Bois. The other is that during these warm spring and summer evenings, you can dine out-of-doors in the quiet coolness of MacDougal Alley, where an outdoor dining-room has been rigged up. Something like a modest dollar is all you have to pay for your dinner, and the cocktails are equally reasonable.

## Blue heaven

• Bang! and another bar has opened up. Only it wasn't with a bang, but with that peculiar lush sound made by grilled oysters-wrapped-in-bacon, and delicious canapés, accompanied by the music of ice and spirits in a cocktail shaker. All this to announce the bar in the Ritz Tower that opened up about a month ago.

In case you haven't hied yourself around there yet, a little descriptive passage may be in order. The walls are a real Wedgwood-blue, with sil-

ver accents on the woodwork, and a sort of Wedgwoody parade of classic figures in progress, and in white silhouette, up near the ceiling. The chairs and sofas are done in yellow leather; the bar has caned panelling, and there's a blue glass mirror over it; the tables are lacquered in blue and cream, and the curtains are cream coloured damask. So, you see, it's all very light and airy, and a refuge of coolth against the burdensome warmth of late summer afternoons.

## Erratum

• Four little words—"We Want to Apologize." On April first, we done you wrong by saying that a grand little place for dining, called Louis and Melanie, was located on "West Fifty-Second Street (number 339, to be exact)." It isn't. And will the horde of weary and famished Lost Ones, who have been looking for Louis and Melanie's on West Fifty-Second Street ever since April first, please go to West Fifty-First Street (number 339, to be exact), where they'll actually find the restaurant of their long search?

## Thunder from Mexico

• Give me a cocktail hour at The Gotham, anytime. And that new cocktail called the Bolero. I first heard about it through The Gotham's own definition, as compiled, invented, and brought to the peak of perfection by The Gotham's own wine steward. "Never," said The Gotham, "have you heard of, or tasted the Bolero, but have you ever heard of Habañero, the Mexican liquor that is its basic ingredient? Habañero is a blend of pure sugar, cane-syrup, Muscatel and Sherry wines." Then followed the recipe:

two-thirds Habañero  
one-third lemon-juice  
teaspoonful of maple syrup  
dash of Cointreau

You can imagine with what curiosity I betook myself up to Fifty-Fifth Street and Fifth Avenue. I'm not apologizing, I'm merely stating a fact, that after the first Bolero cocktail, I—well—I stayed on and on at The Gotham bar. You will, too, when you try it.



Jessie Franklin Turner  
designs unusual gowns

23 East 67

New York



## VOGUE COVERS THE TOWN

## Blanket time

• Your own Flaneur, who has, in his just conceit, always considered himself nothing short of a human amalgamation of the Encyclopædia Britannica and the Book of Knowledge, was amazed to learn that from May 15 until June 15 is one of the times to wash blankets. Which fact you probably know about. But do you know about a very special laundry here—called the Federated Laundry System—that goes to no end of trouble to wash your blankets in the way they ought to be washed?

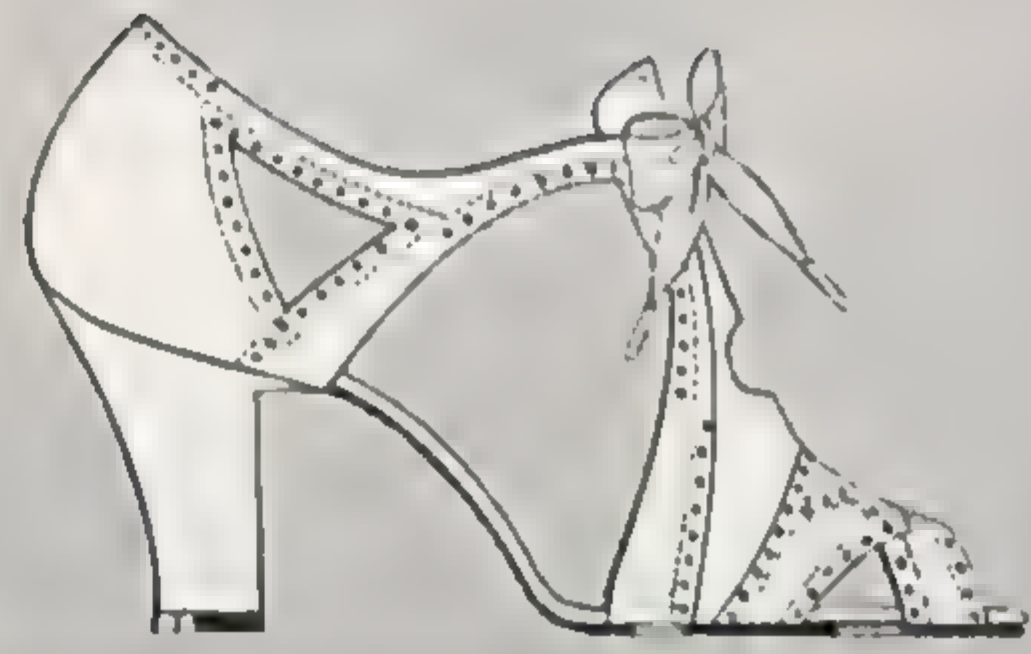
Each pair is washed separately in water whose temperature is kept constant. After thorough soapings, careful hand-washing, and rinsing in a great many waters, the blankets are placed on frames that shape them, and then dried in fresh air. And—unusual service—when dry, each blanket is fluffed by hand, which restores its original beauty of nap and makes it warmer than one whose nap has been all matted down by ordinary laundering. Out of pure accommodatingness, this laundry will even rebind your blankets for you, at a small extra cost.

The blanket-washing process perfected by the Federated Laundry System is so good that the makers of North Star Blankets use it exclusively, and Altman recommends it, even going so far as to give a free laundry ticket on the Federated, with each

pair of North Star Blankets you buy there. As a result, this treatment has become famous all over the country, and blankets come regularly to the Federated from as far away as Alabama.

In addition to blanket washing, the Federated has a special de luxe service called the Homeway Service, that combines a quality of work comparable to that of the finest home laundress, with the most modern of scientific laundry methods. There is no extra charge for doing up shirts (which is very surprising). Under the Homeway Service plan, flat work and wearing apparel are done separately. Lingerie and fine linens are done entirely by hand, and without any marking. Flat work is ironed on special ironers that are said to cause absolutely no damage to the finest embroideries and hemstitching. Every article is rinsed with special care and no strong soaps are used.

The Federated Laundry System has two branches that cover this metropolitan area. One is at Baldwin and Bradley Streets, in the Bronx, right next to Mount Vernon. It is called the White Mountain Laundry (Fairbanks 4-3470), and it will call for and deliver anywhere in south Westchester County, Manhattan, or the Bronx. The other is on Sealey Street, Hempstead, Long Island (Hempstead 5710). It is called the Federated Laundry, and covers Nassau County. And, in (Continued on page 107)



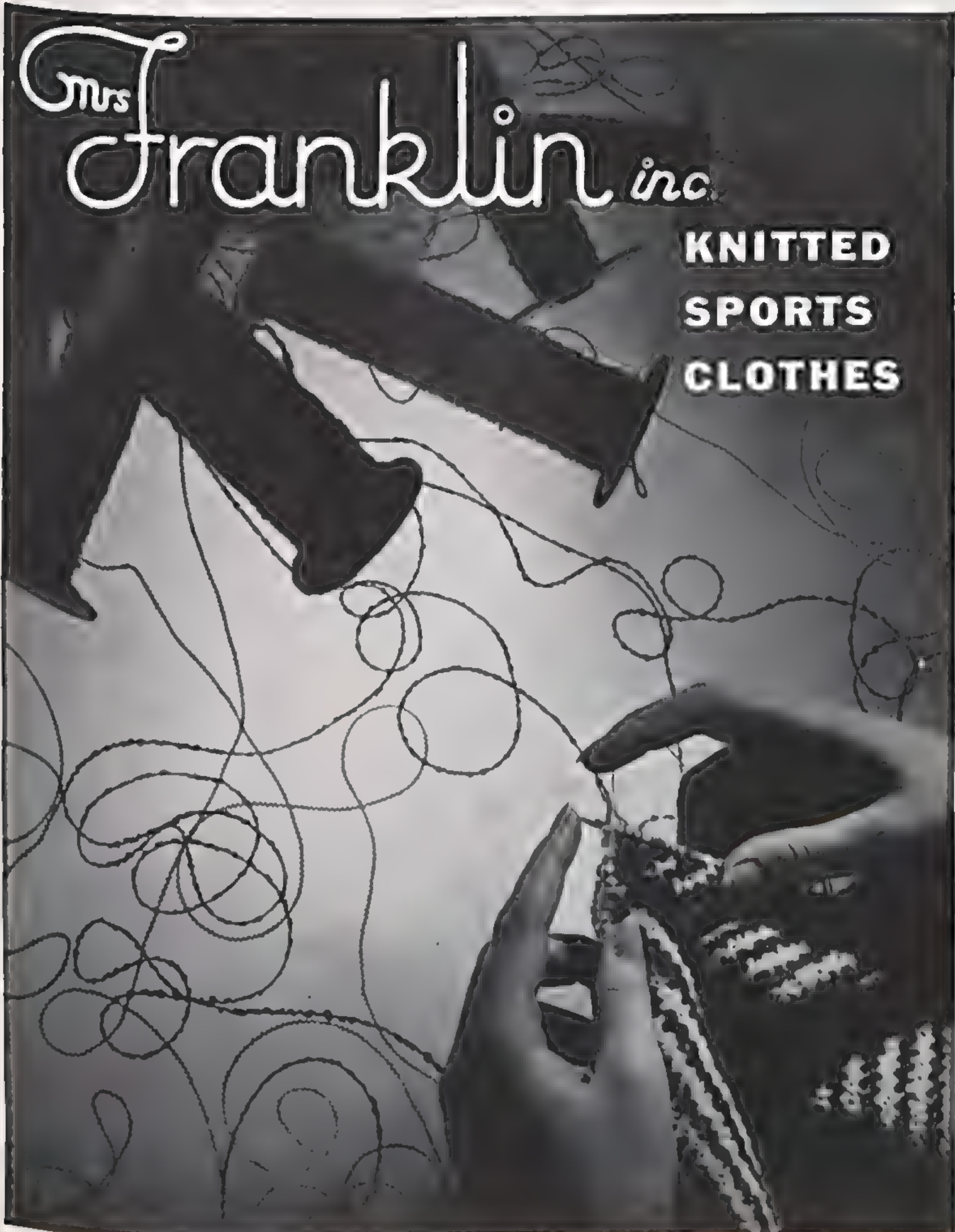
## Southampton Sandal-Oxford

A distinctly different buckskin oxford for summer wear. All the soft easiness of a moccasin and the firm under-support and narrow heel-fitting of a closed oxford. White only, \$16.50.

ON THE PLAZA • NEW YORK

**BERGDORF  
GOODMAN**

5TH AVENUE AT 58TH STREET



Photograph by ANTON BRUEHL



## Wanamaker's Coin de Paris

Mme. Germaine, the premiere modiste of Coin de Paris agrees with Paris that hats of *Pain Brule* straw are newest and smartest for town wear—and those of *White* for country and seashore. Large hats, of course!

Mme. Germaine moulds the most perfect crown you have ever seen—and she has an eye that is more keen than any measure.

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FOURTH FLOOR, NORTH BUILDING

**John Wanamaker New York**  
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SUMMERLITES 1934

*are PANAMAS . . . as assured in their styling and as fine in quality as Dobbs panamas have always been. At leading retailers throughout the country.*

summerlites

summerlites

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Dobbs Hats are made in 13 accurate headsizes.



DOBBS





# VOGUE

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MAY 15, 1934

VOGUE COVERS THE TOWN . . . . .	30-33
VOGUE'S-EYE VIEW OF THE MODE . . . . .	37
CHICAGO . . . . .	38-43
LITTLE BRIMS, TOO . . . . .	44-45
LINENS COME TO TOWN . . . . .	46-47
LADY CASTLEROSSE . . . . .	48-49
IN NEW YORK AND POINTS WEST . . . . .	50-51
COTTONS FOR EXTERIORS AND INTERIORS . . . . .	52-53
MORE COTTONS . . . . .	54-57
TOAST TO NEW ENGLAND . . . . .	58-59
SO YOU'RE GOING— . . . . .	60-61
PACKING FOR PLEASURE . . . . .	62-63
THE NEW EVENING GOWNS . . . . .	64-65
STONE AND STUBBLE . . . . .	66-67
NORTH CAPE ODYSSEY . . . . .	68-69
A NEW YORK APARTMENT . . . . .	70-71
SUMMER VELVET . . . . .	72
SUMMER SEQUINS . . . . .	73
GOOD EXTRAVAGANCES . . . . .	74-75
WASHABLE CHIC FOR YOUNG THINGS . . . . .	76-77
VOGUE'S SMART ECONOMIES . . . . .	78-79
CONNOISSEUR'S LUGGAGE . . . . .	80, 100-102
TIPS ON THE SHOP MARKET . . . . .	82
ON HER DRESSING-TABLE . . . . .	84
MORE CHIC FROM COTTON FIELD . . . . .	86
DESIGNS FOR DRESSMAKING . . . . .	88a-88d
GIVE-AWAYS FOR GO-AWAYS . . . . .	90-91
SOCIETY . . . . .	97
HAWAIIAN ADVENTURE . . . . .	108-110
DUTCH FLOWER-MARKETS . . . . .	113-115
SCHOOL DIRECTORY . . . . .	14-16
VOGUE'S TRAVELOG . . . . .	16f-27
VOGUE'S ADDRESS BOOK . . . . .	28-29
THE SHOPS OF VOGUE . . . . .	30-31
THE GOURMETS' GUIDE . . . . .	32



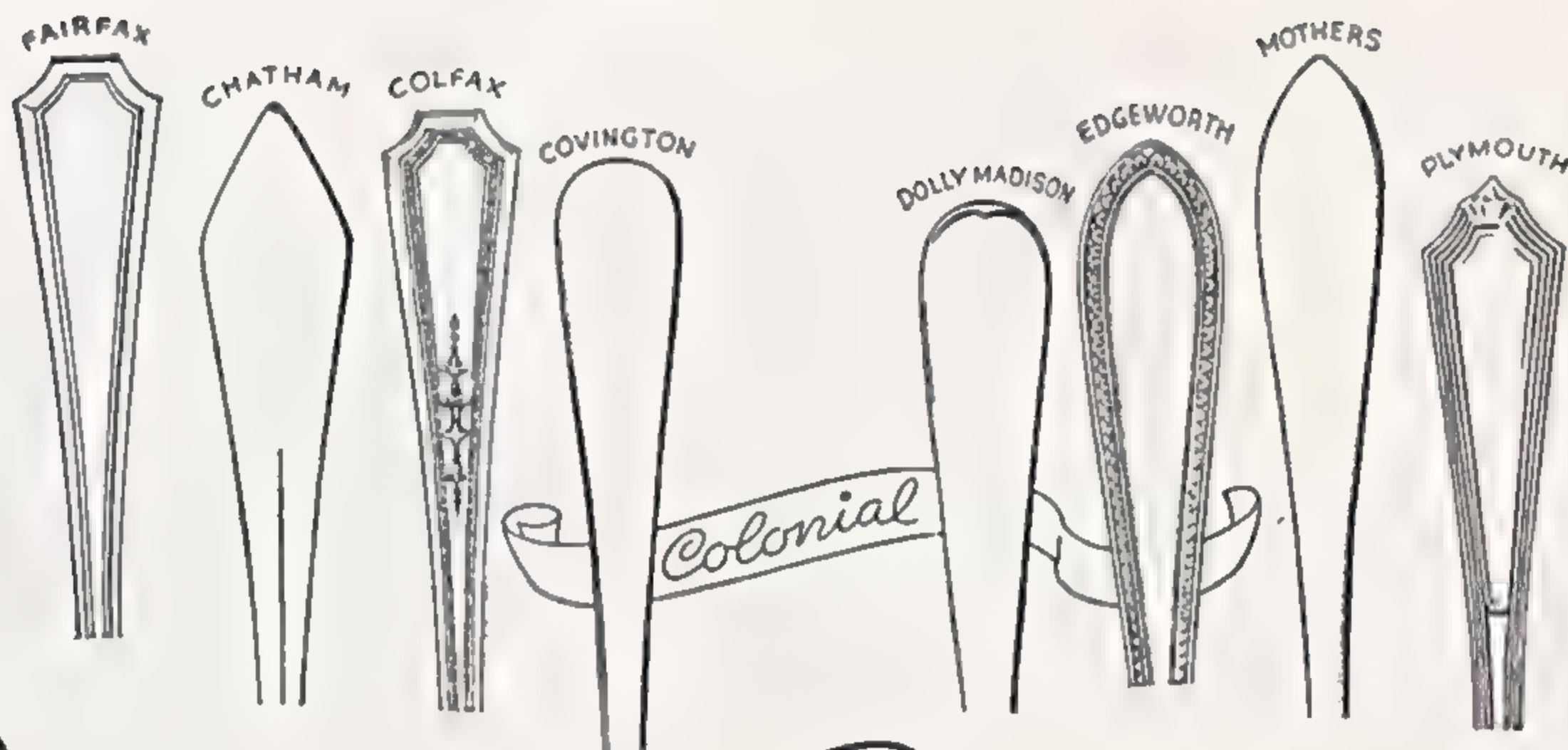
PUNGENT AND VIVID AS A MIDSUMMER AFTER-NOON ARE THE COLOURS OF THE STRIKING DRESS WORN BY THE LADY THAT ZEILINGER DREW FOR THE COVER OF THIS ISSUE. FOR THIS GOWN, ALIX HAS USED BOLDLY STRIPED MOUSSELINE BAYADÈRE, A SHEER SILK VOILE CALLED BAYADÈRE BECAUSE IT SO CLOSELY RESEMBLES THE VEILS WORN BY HINDUSTAN DANCING-GIRLS. PLAIN IN FRONT, THE BODICE OF THE DRESS CROSSES IN SURPLICE FASHION IN BACK AND LEAVES A FLATTERING, SEMI-LOW DÉCOLLETAGE

THERE ARE THREE VOGUES  
AMERICAN, FRENCH & BRITISH  
MICHEL DE BRUNHOFF—EDITOR OF FRENCH VOGUE  
ALISON SETTLE—EDITOR OF BRITISH VOGUE

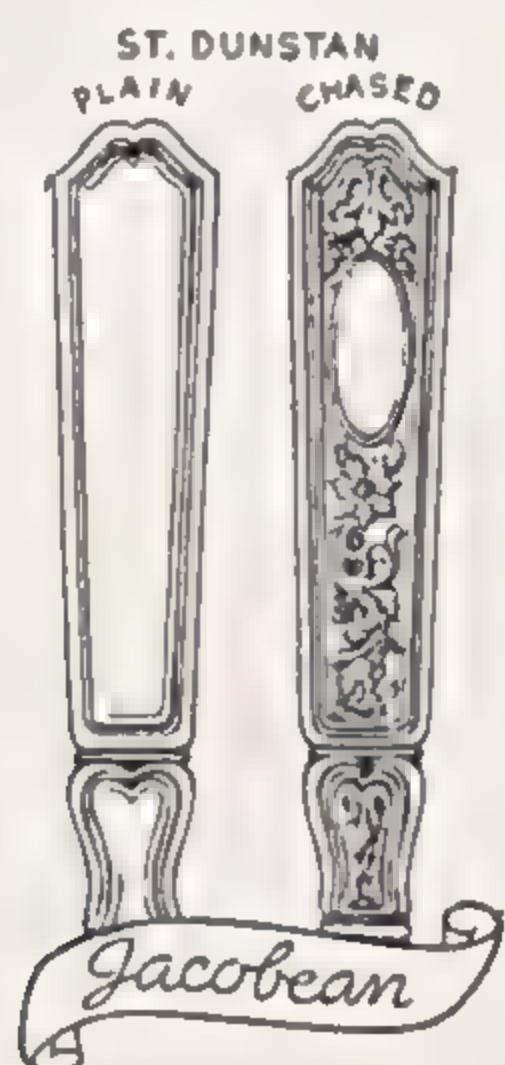
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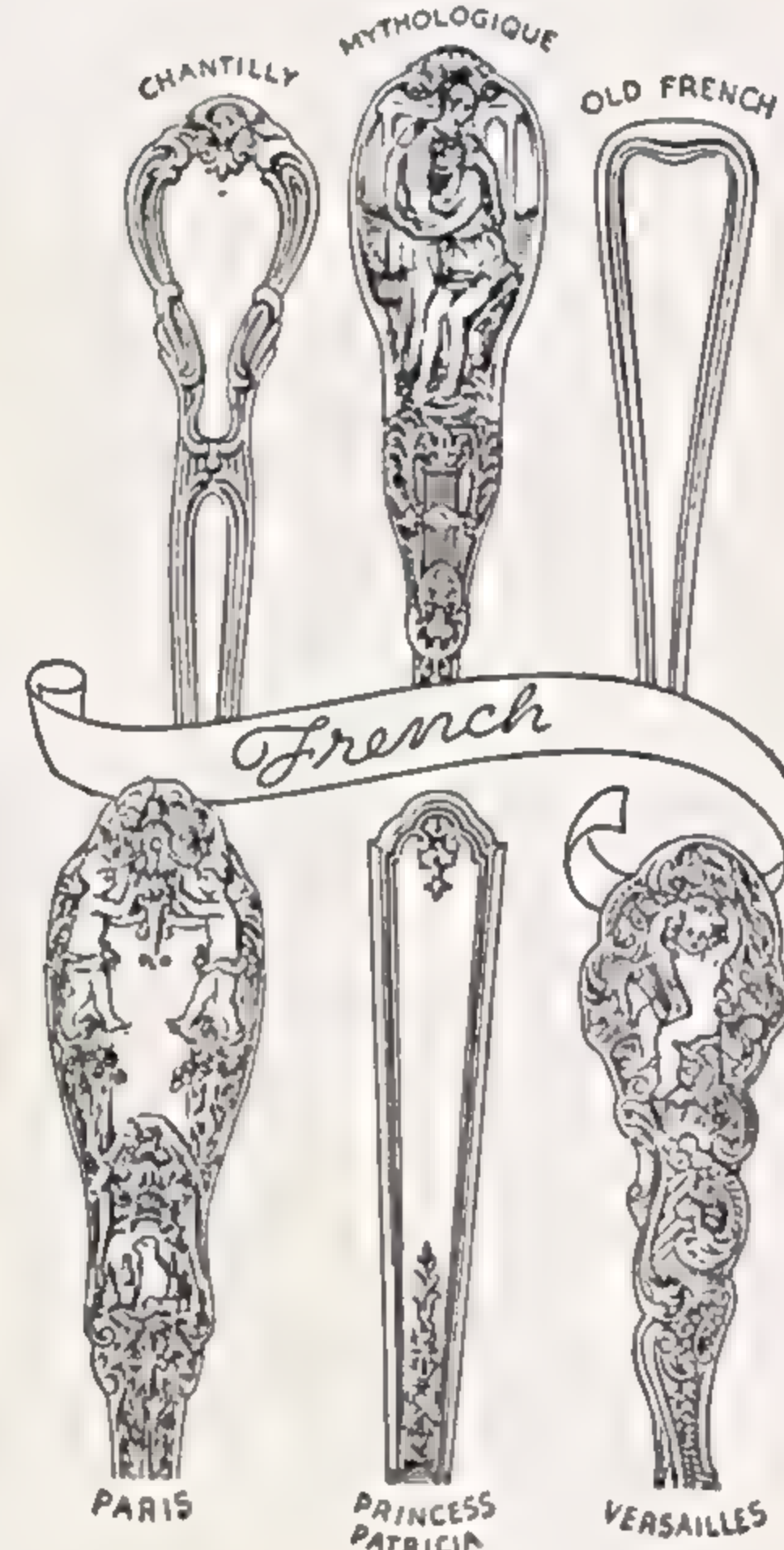
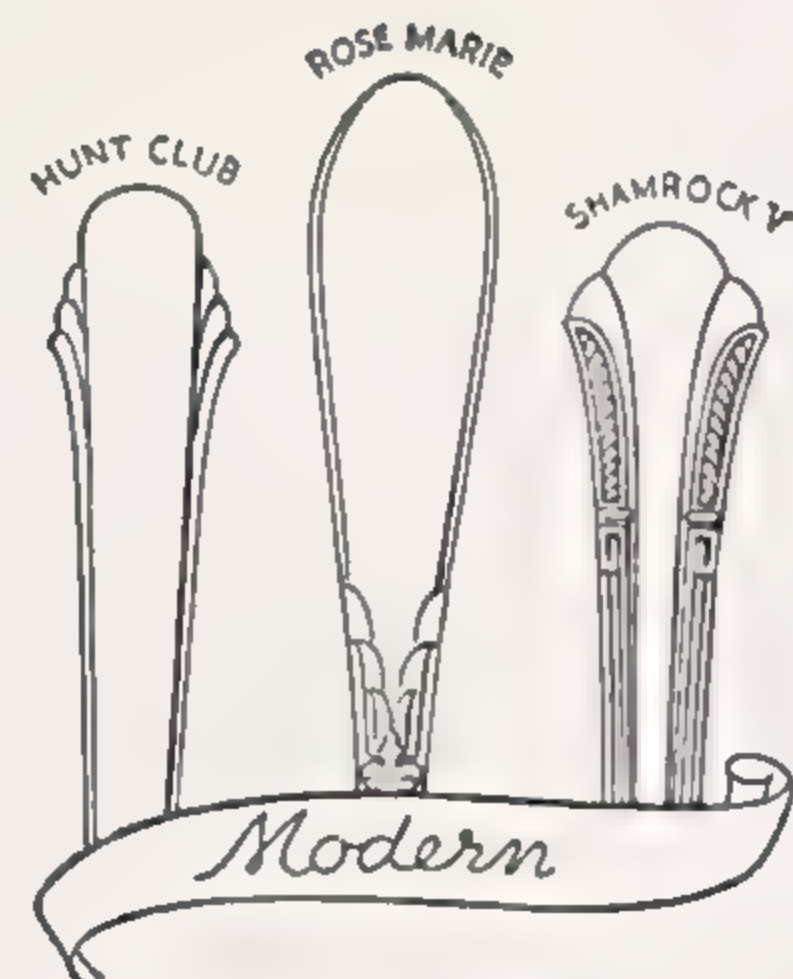
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# VOGUE'S eye view of the mode



REMIE LOMSE



WITH true feminine logic, we open our travel issue by barking up our own home town. That snap-shot above was taken at the opening of a collection from an outstanding New York designer—Frances Clyne, to be exact. And it's there to testify that our own dress openings—at night, crammed with local celebrities, bright with champagne and music—are getting to be as colourful as the Paris shindigs. Even our leading male citizens are being lured to them, and that's triumph. If you strain your eyes, you may pick out of the glamorous mass above Mr. Harold Talbott, Prince Hohenlohe-Schillingsfürst, Mr. Richard Hoyt, Edward Steichen, and that arch-recorder, Chollie Knickerbocker—not to speak of any number of shining females of fashion.

• Those baby shoes (are your eyes moist?) are the touching origins of the new slippers with the high ankle-straps that Perugia devised and that we show on page 74. But whatever childish innocence the shoe-lets above exude vanishes in his version, leaving only an exotic and ankle-flattering charm.



DORVYNE, PARIS



© INTERNATIONAL NEWS

• Agnès wants you to know that a certain hat which we published as our March 15 frontispiece and called Maria Guy's Brontë bonnet was in reality an Agnès creation, housed at Bendel's. It's shown above with flowered taffeta streamers instead of the satin ones in the miscredited model. Sorry.

• "Passport Photos—While You Wait." Soon again you will stare aghast at the degenerate slattern with the gaping mouth that bears your signature. Surely your blood is not too weary to leap a bit at the smell of new trunks—and at the damp salt wind that blows out of an unexplored night?

Europe? The exchange? War? Don't be so cautious. There are still spots guarded by mountains and seas from harm, and by ignorance from despoiling your purse. And plenty of boats to take you there reasonably. Clara Laughlin, who wrote all those "So You're Going—" books that the floating population of the U. S. cries for, proves that to you on page 61.

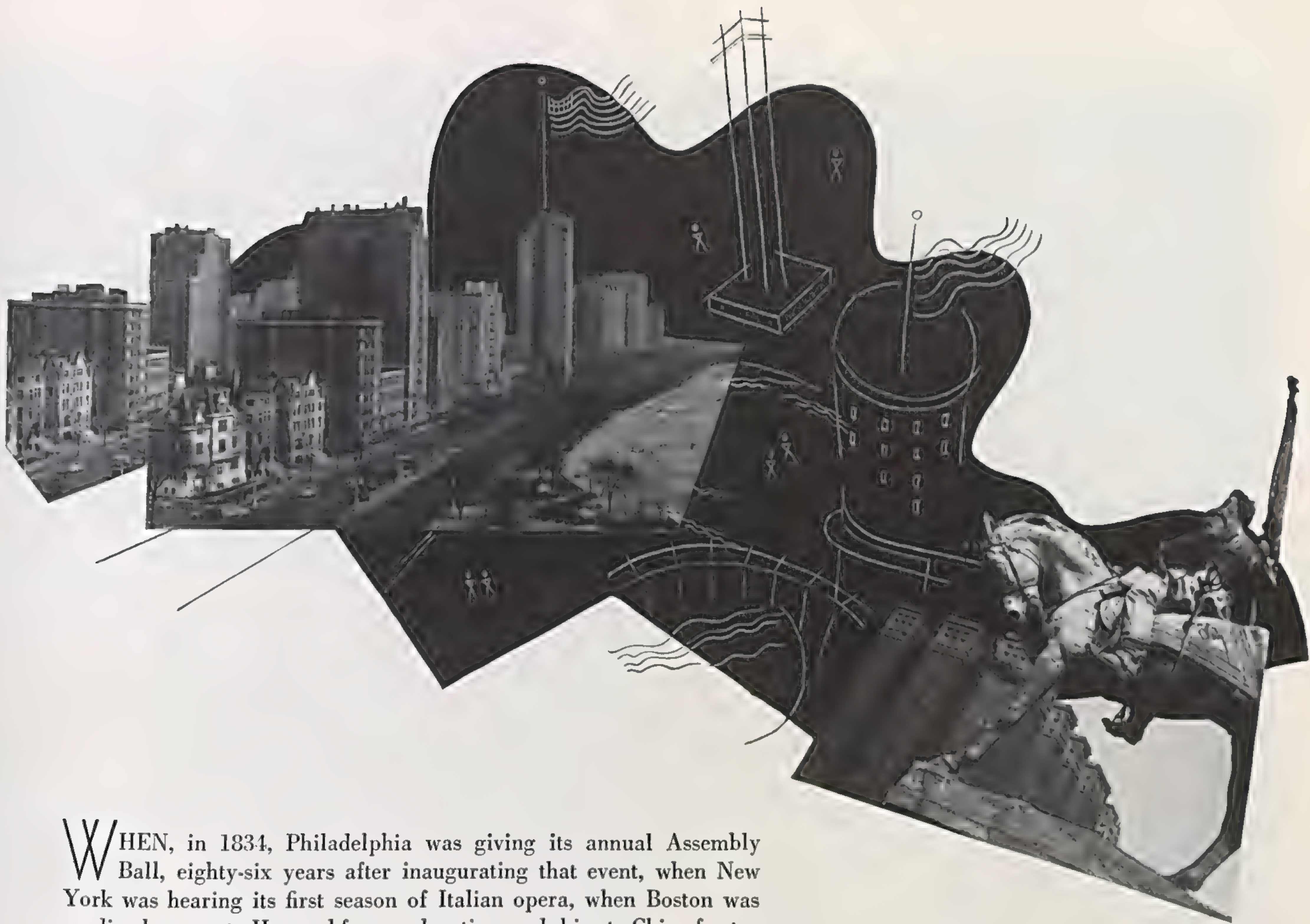




*Mrs. William H. Mitchell*

Against the vast dramatic backdrop of the Chicago Fair, our camera happened upon Mrs. Mitchell one morning in a Marshall Field costume





WHEN, in 1834, Philadelphia was giving its annual Assembly Ball, eighty-six years after inaugurating that event, when New York was hearing its first season of Italian opera, when Boston was sending her sons to Harvard for an education, and ships to China for tea and to England for Lowestoft dinner-services—, Chicago was a recently incorporated town of forty-three houses and two hundred inhabitants.

It was the incorporation that the Century of Progress International Exposition celebrated last year, and its success was so great that Chicago has decided to repeat it. It is a better show, this year. The crowds of sightseers are being offered more entertainment. Mr. Ford has brought the Symphony Orchestra on from Detroit as the chief attraction of his huge pleasure park along the lake. Swift and Company has built an auditorium over the waters of the lagoon, in which the Chicago Symphony Orchestra will give two performances a day. The Standard Oil Company, under the slogan "Live Animals and Live Power," is staging an animal show. All these attractions are free. In addition, there are enough reproductions of European villages for even the most desperate attack of Wanderlust. Swiss, Tunisian, Spanish, Old English, Early American, Irish, Belgian, a Saharan Oasis, and a Black Forest town, air-cooled, with snow on the fir-trees. There is no end of them. All of them are picturesque and amusing.

Last year the water of the lagoon was too blank an expanse. Now it has been transformed. Mr. Louis K. Skidmore, in charge of architecture at the Fair, has built charming pleasure islands in it, and so large and so impressive a fountain that it makes all the famous ones in European palace gardens—which good Americans have been brought up to regard with awe and veneration—seem mere trickles. The Century of Progress fountain gets its effect with masses of water, rather than with spray. Sixty thousand gallons a minute flow in a smooth dome as big as that on many a state capitol. At night, coloured lights play upon it and through it, and upon the torrential cascades below. It is different from any other fountain ever conceived, and very lovely.

The colour-scheme this year is also interesting. It is entirely new, and illustrates the importance of the use of colour in the architectural effect of modern buildings. Many of them have been completely

# CHICAGO

THE FIRST HUNDRED YEARS

by JANET AYER FAIRBANK







*Mrs. Charles Barney Goodspeed*

HOYNINGEN-HUENÉ

transformed by the change in painting. Under the able direction of Mr. Shepard Vogelgesang, a plan of zoning related hues has been worked out so that the eye is carried from group to group. Much more white has been used, and more greens and blues and yellows. A novel plan of using warm colours, such as red and orange, on the south sides of the buildings has been inaugurated, so that one sees them when looking towards the north; but when looking to the south, one sees the cooler, lighter shades. The lighting on these new colours is new, also. At night they seem to glow from within, so that the buildings cease to be material, and turn, magically, into sheets of coloured atmosphere.

The Century Club, Mr. Arthur Meeker's conception and successful contribution, continues to be the focal point of gaiety. It is seldom that one does not see there, any day at luncheon, well-known people from anywhere, from London to Hollywood. The Trustees' Lounge is another place of interest. It is there that the official entertaining is done, in the big, modern rooms overlooking the grounds. There are also several clubs in connection with (Continued on page 115)

- The natural spruce walls of Mrs. Goodspeed's living-room, the oyster-white divan, and the pearl-like tones of her portrait by Boutet de Monvel form a perfect setting for her in a white Vionnet hostess gown. David Adler designed this Lake View Avenue apartment

- At the right, Mrs. Lloyd Allan Laflin of Lake Forest, the daughter of Mrs. William Clow, stands before a tableau of giraffes in the famous Field Museum. Her dress is a robin's-egg blue crêpe from Pearlle Powell





HOYNINGEN-HUENÉ

*Mrs. Lloyd Allan Laflin*





*Mrs. Philip Maher*



HOYNINGEN-HUENÉ

- Mrs. Maher's home (left) is typical—in the modern simplicity of its greys, blacks, and whites—of the work of her well-known husband; and her Augustabernard dress of striped mousseline (from Blum's Vogue) is perfectly in keeping
- Mrs. Armour's home (above) is another triumph of the famous Chicago architect, David Adler. Against its green walls and black Chinese lacquer desk, she wears a Vionnet dress of chiffon from Rae-Mar Inc. Peter, the Persian, is a gift from Mrs. Howard Linn





*Mrs. Laurance Armour*

• Mrs. Paepcke's apartment, with its lovely Biedermeier furniture covered in old-gold velvet, and pale blue wall-paper, has one of the most breath-taking views in Chicago. Situated on a curve of Lake Shore Drive, beyond the Drake, its corner windows command both the North Shore and the wide horizons of Lake Michigan. Mrs. Paepcke, very feminine with her blond hair and blue eyes, is one of Chicago's most popular young hostesses. At the right, she is wearing a black gown with a sequin top from the Blackstone Shop



*Mrs. Walter Paul Paepcke*





CECIL BEATON

MISS CHICO KILVERT JUST OUT OF THE BANDBOX IN SUZY'S SMART WHITE PANAMA HAT FROM JAY-THORPE



# LITTLE BRIMS, TOO

• Miss Phyllis Byrne, whom you see in the photograph at the right, is wearing one of the charming small hats of the season—refreshing evidence that not all smart hats must necessarily be big. It's made of white cellophane straw; the naïve little brim turns back from the face all the way around; and a bunch of bright coloured field-flowers is perched high at the back. Both this model and the black-and-white shirred ribbon scarf are to be found at Bergdorf Goodman

• In the photograph on the opposite page is a heady confection from Suzy, whose whimsical little hats, by the way, are the love of the season in Paris. Of fine white Panama, its shallow crown is banded with navy-blue grosgrain ribbon that has been left free at the upper edge to give the chic, new square effect. A veil of coarse, navy-blue mesh and quills completely shorn of their feathers trim it; Jay-Thorpe



TONI FRISSELL

MISS PHYLLIS BYRNE



# LINENS COME TO TOWN



FORTNUM AND MASON, NEW YORK; RANSOHOFF'S, SAN FRANCISCO

HOYNINGER-HUENÉ





FORTNUM AND MASON, NEW YORK; RANSOHOFF'S, SAN FRANCISCO

- Fortnum and Mason, master-craftsmen in tweed, now turn to another medium—linen. These two pages show four outstanding points of their new collection, just arrived from England, in the type of country clothes that give New York its summer-resort atmosphere
- Opposite page: bright blue linen-shantung and white piqué are smart to look at and cool to wear in a sleeveless one-piece dress and a three-quarters coat with large pockets—very fresh and tubbale

- On the cheerful roof top above, the young lady farthest left wears a pale blue linen-shantung dress with its own pale blue linen jacket, short, flaring, and quilted. Furniture from W. and J. Sloane
- The girl on the bench is wearing a white linen suit with collar, cuffs, and blouse of an amusingly printed blue-and-white silk crêpe
- The young lady with her back to us has a cowl on each shoulder of her yellow linen-tweed dress, and brown buttons down the back



# LADY CASTLEROSSE



MAINBOCHER DRESS FROM HATTIE CARNEGIE

CECIL BEATON





CHANEL DRESS FROM HATTIE CARNEGIE

Lady Castlerosse is a famous London beauty, who spent this winter in America and has recently returned to Europe. At home, she is dressed by Mainbocher, and, in the photograph on the opposite page, she is wearing Mainbocher's charming dinner-dress of blue-and-white printed silk crêpe, with crisp white organdie revers on the swinging jacket. The wide white organdie hat has a shallow crown and is perched high on her head

In the photograph above, Lady Castlerosse is wearing a summery dress for informal dinners, designed by Chanel and very simple and youthful in outline. It is made of white chiffon, softly pleated and banded to mould the figure snugly from the shoulders to below the hip-line, where it breaks into soft fullness. A beautifully cut yoke gives a hint of sleeves, and there is a narrow belt tied in front. The chair is from Colwell



# FOUND IN NEW YORK

1. Passing in review on this page are—a midsummer night's dream of a checked organza frock with swinging-back fulness and a bouquet of flowers; Saks-Fifth Avenue, New York; I. Magnin, California  
2. Just above it, a yellow Roman-striped scarf muffles the neck-line of a short-jacketed evening frock of white tussur; Jay-Thorpe, New York; Powell, Chicago  
3. Charmingly Victorian with its back chou, covered shoulders, and flower corsage is this yellow taffeta frock; Jay-Thorpe, New York; I. Magnin, California

4. The dusty pink crêpe frock has a chic sleeve-y look; Bergdorf Goodman, New York; Blum's Vogue, Chicago  
5. A brown organdie coat is worn over the robin's-egg blue rayon crêpe dress of the first ensemble; from Jay-Thorpe, New York; Ransohoff's, San Francisco  
6. Print over plain is smart—witness the ensemble of a white crêpe dress and printed wrap; Lillian Sloane, New York  
7. Reversed—a faille taffeta coolie coat flares over printed chiffon; Gervais, New York; Martha Weathered, Chicago



# AND POINTS WEST

8. Sketched below is a sporting threesome of costumes. The first has a navy-blue flannel skirt topped off by a white linen blouse and jacket and gay scarf. From The Tailored Woman, in New York  
9. A dress and jacket of dotted jacquard tie silk can go to town and to the country, as well; from Saks-Fifth Avenue, New York; Robinson, Los Angeles  
10. An imported cotton, very spongy in texture, is used for the loose, slouchy coat in the third sketch; from Bergdorf Goodman, New York; I. Magnin, California



11. The first costume of the group directly above combines a black crêpe dress with a plaid crêpe swagger coat. A huge taffeta bow ties high at the neck. From Bonwit Teller, New York; I. Magnin, California  
12. This suit has that double-duty quality so dear to our hearts. Over a white-and-blue frock is worn a tailored jacket with blue velvet revers, cuffs, and buttons. Smart for afternoon wear in town or informal dining, it might even go to Sunday luncheons in the country; Maison Burano, New York; Bullock's-Wilshire, Los Angeles

13. Again, as in the evening mode, the print and plain can be reversed. A yellow coat is worn over a printed dress; Bruck-Weiss, New York; Martha Weathered, Chicago  
14. Crisp net, printed with coin dots, is used for the cocktail suit and gloves; Hattie Carnegie's Ready-to-Wear Department, New York; I. Magnin, California  
15. For informal dining and lunching in town, wear this brown net ensemble. A huge bunch of violets at the belt adds a touch of romance; Nelson-Hickson, New York; Bullock's-Wilshire, Los Angeles







# COTTONS

## FOR EXTERIORS AND INTERIORS

• Cottons are playing double rôles, this season. You'll see the same cotton in a dress and a tablecloth, in pyjamas and a couch cover—and chic either way

• Take the cottons on the opposite page—the first two (upper left), plaid "Shir-O-Shakker" by Federated Textiles, might be used for frocks or summery decoration

• That gay, flowered glazed chintz in the evening jacket with huge sleeves is also being sat upon; Best, New York; Marshall Field, Chicago

• The plaid linen evening dress was made from the tablecloth beside it—fringe and all; Best, New York; I. Magnin, California

• Both cottons at the upper right (we're still on the opposite page) are by Ameritex-Sudanette

• Now for this page. The lady is wearing cotton pyjamas and a brown jersey shirt; from Saks-Fifth Avenue, New York and Chicago; and I. Magnin, California

• The couch is covered with the same Mann and Delaney cotton

• The striped awning is made of a cotton by Gunn and Latchford

• The flowered fabric is a new Liberty cotton voile

• That red-and-white Everfast cotton coating has a quilted look

• All of the fabrics on both pages are available from McCutcheon







MODELS FROM SAKS-FIFTH AVENUE IN NEW YORK AND CHICAGO, AND I. MAGNIN IN CALIFORNIA



# More Cottons

## TO WEAR AND TO WASH



WE are used to cottons—we have grown up with them. From our first baby dress to our most recent organdie evening dress, we love them. From the time when we wore two and three freshly laundered play dresses *per diem* to this era when we golf in gingham, swim in seersucker, lunch, shop, and dance in cotton nets, we are cotton addicts. Our summer houses are done up in striped cottons, plaid cottons, checked cottons. Our heads, our hands, our feet are covered with cotton. Cotton piqué hats, Lastex piqué gloves, striped cotton sandals, and canvas espadrilles. The checked organdie that we wear in a summer evening cape may match the curtains in our guest-rooms. And linen possesses the same tubbable charm. Your striped linen evening dress may exactly match the chair you sit upon

- You can toss everything in the tub, these days, for there is a new process called “Sanforized-shrunk” which prevents shrinking. Everything comes out as it went in—no gloomy surprises. Even for furniture, you can use Sanforized-shrunk fabrics

- To be more specific, there is the modern chair sketched at the upper left, which is covered with Everfast plaid seersucker

- We recommend, too, the play suit at the upper right—a one-piece English model of white linen with no back at all, a navy-blue collar, pleats, and adequate length. It’s from Altman in New York and I. Magnin, California. There is also a new Lino-lastex that is pretty amazing in the cotton world. Altman has it in a one-piece brassière and girdle (not illustrated), to wear under your play suit or a bathing-suit if you are plump

- The garden dress shown, right, is made of a printed percale. It’s like a beach dress with shoulder-straps, and there is a peasant jacket buttoning up your chest. You’ll find this at Best’s

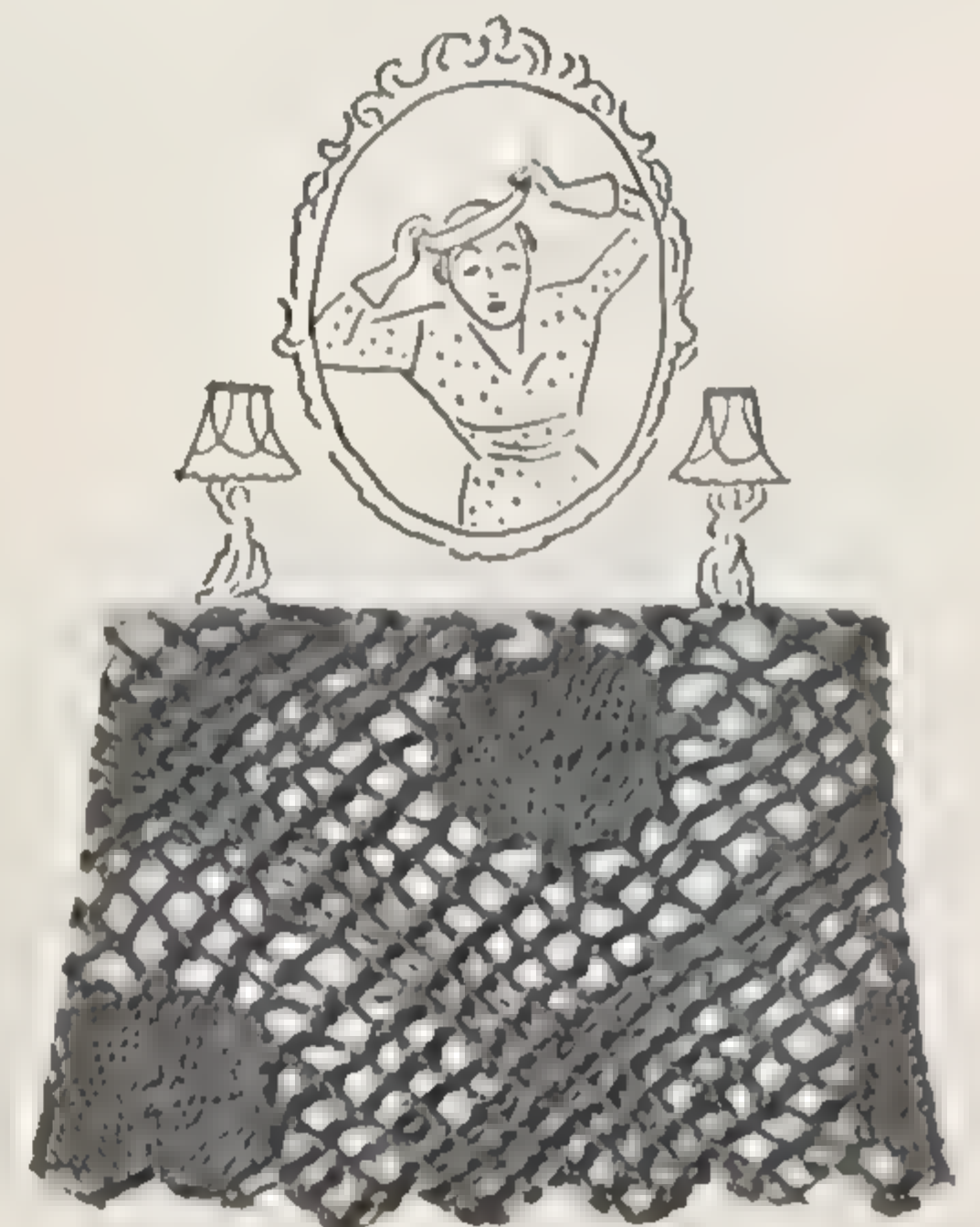
- The turnabout dress—also at the right—is of lavender gingham. It’s a beach dress with an overblouse that opens down the back and looks as if it were on backwards; Saks-Fifth Avenue

- At the left is a dinner-suit of embroidered white cotton. The jacket has square emerald-and-rhinestone buttons; Vera Sanville

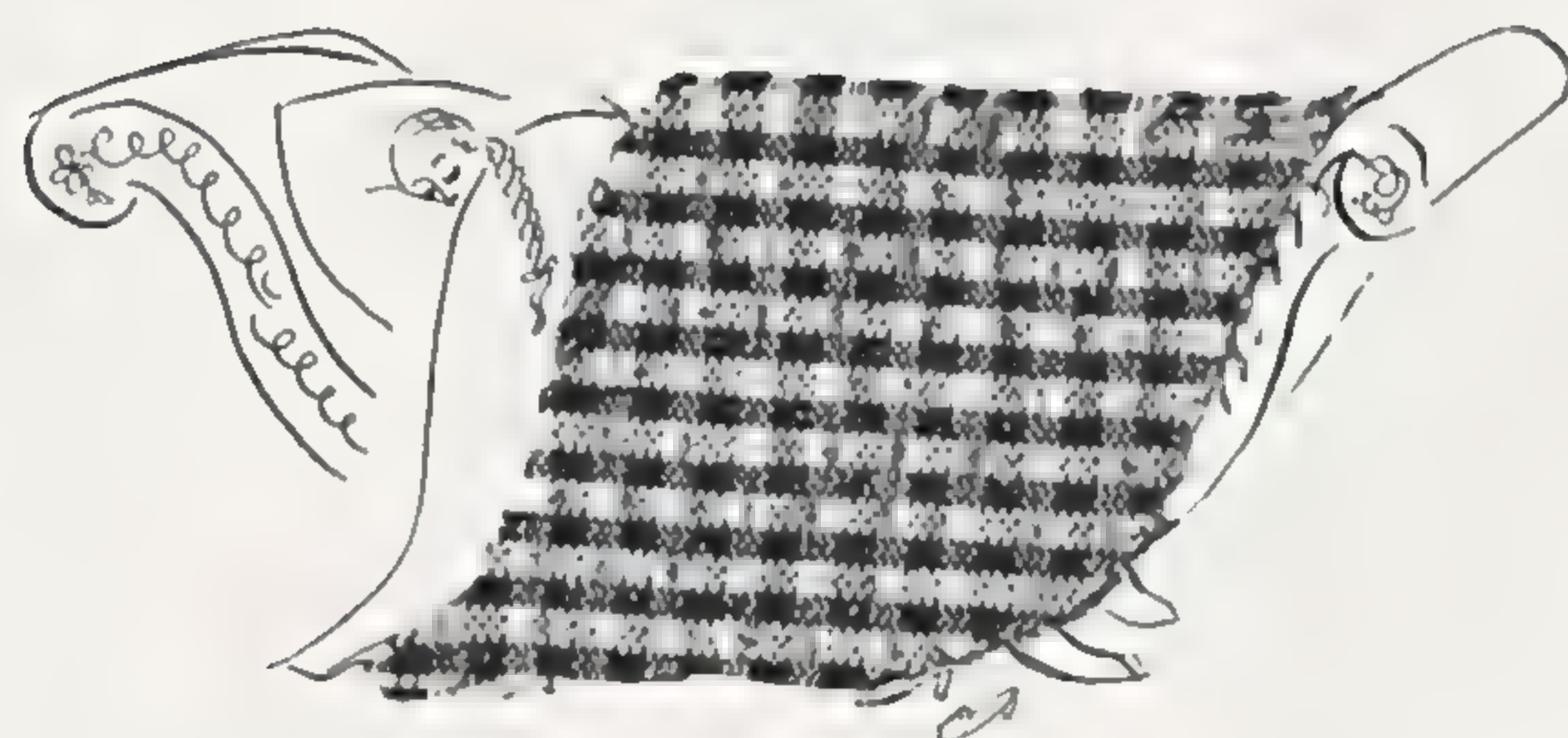
- Cotton lace is seen everywhere in dresses and jackets—lace like that from American Fabrics on the dressing-table at the right. It is charming in pink and blues—very open and meshy

- The cotton-clad lady at the far left on the opposite page is wearing a dress of Paisley print in soft red-and-white or blue-and-white. It is simply made with smocking on the shoulders and on the two patch pockets

- Loose cotton coats like the one shown opposite are perfect for summer. This one is made of a loosely woven cotton with a plaid in black and natural colour, and it has comfortably wide sleeves and ample fulness







• The summer coverlet in the sketch directly above is made of a red-and-white checked Sanforized-shrunk seersucker—which is fun for the decorator of a country house and as inexpensive as it is charming. The material is made by Fuller Fabrics

• Another smart cotton for the country is striped mattress ticking (not illustrated). You find it in delicious colours at McCutcheon's—sturdy and coarse. "Victoroy" washable corduroy in grey or beige is effective to cover all sorts of furniture

• Indian madras, which has been such a furore in Paris, can be bought in large squares at McCutcheon's. It is ravishing in such colour combinations as muddy-yellow and green—plaids that you usually see only on the island of Martinique. Use them square for summer luncheon cloths. Best has all kinds of attractive madras accessories, blouses, and shorts

• Another bit of cotton décor is the hammock made of plaid or checked cotton. Macy's has an excellent selection of these

• The work dress at the left, above, from Saks-Fifth Avenue, is of light brown linen with a turned-up hem. There are two large pockets to hold scissors, gloves, and other odds and ends. You wear it from the early hour of 7 A.M. on, in the country

• Gingham in blue-and-white is used for the shirt at the left, above. It is worn with a navy-blue hop-sacking cotton skirt, buttoning in front; Bonwit Teller. Another alluring form of gingham is the gay hat and scarf set at the left, from John-Frederics

• Cotton curtains have enormous charm in the summer. In the sketch at the lower left, the capable-looking maid is drawing some made of white-and-red plaid voile, from Tootal, Broadhurst, and Lee—sheer and chic in a white room. Ameritex Sudanette's plaid cotton net and enormous coin-dot nets, at Lord and Taylor's, are superb in a summer house and very inexpensive

• Terry-cloth is just as apt to be seen on your back as on the back of your couch. We see (right) a white terry-cloth shirt worn over a black taffeta bathing-suit; from Best. Terry-cloth is light, soft, and spongy and wears well in the house and on the beach

• Knitting in cotton is a present phobia. O. N. T.'s Spool Cotton for cardigans is excellent; also, Columbia's Needlecraft Cotton, which looks like string. (There's more about cottons on page 86)

• The gardener lighting a cigarette, on the opposite page, is wearing a practical apron of green and beige cotton. A leather knee pad is sewed on at the hem, and there are hooks for gloves and shears; Mrs. Franklin, Inc. Her companion wears a good gardening jacket of mustardy yellow cotton, fastened at the neck with a buckle and made with a deep inverted pleat in back and pockets to hold all sorts of gadgets; Peck and Peck







MODELS FROM MRS. FRANKLIN, INC. • PECK AND PECK





GLOUCESTER. WITH ITS FISHING FLEET AND SALTY PAST, IS A TYPICAL NEW ENGLAND PORT

JOHN KABEL



COLONIAL ARISTOCRATS BUILT HOUSES LIKE THIS IN NEW HAMPSHIRE

GEORGE H. DAVIS



THE PENOBSCOT RIVER, LOOKING TOWARDS BANGOR, MAINE



# TOAST TO NEW ENGLAND

by Harford Powel

Colonel William A. Barron  
New England, U. S. A.

Dear Colonel Barron: You will be startled to get this letter from a man you don't know, and to find it printed on the smooth, shiny paper of *VOGUE*, instead of in the mail. This merely proves that, like any other good Yankee, I am always pleased to save a stamp.

Our mutual friends say that you, with your long experience in hotel management, have done more than any man to educate the rest of the country to New England's peerless advantages as a summer resort. I want to congratulate you on that, and also to make a few complaints.

You are going to have your biggest summer in New England since before the War. You are going to entertain a lot of people who love New England, down in their hearts, but who have never seen it except as a smudge on the horizon when hurrying to France.

My first complaint is: What have you and your fellow boosters of New England ever done to make these guests realize that they are actually entering Heaven on Earth?



EWING GALLOWAY



GEORGE H. DAVIS

GOD-FEARING NEW ENGLAND

Now, Colonel Barron, I have read all the literature on New England available in the New York Public Library, and the funny thing is that it falls so far short of the truth. Let me tell you a story which every exiled New Englander will understand—and that means most of the readers of *VOGUE*, because there are very few highly respectable families in America who haven't some New England blood.

One of the most successful young bankers in New York asked me to dinner not long ago, at his apartment on Sutton Place.

Now, Sutton Place looks out over the East River, one of the crudest and ugliest views you can find in any big city, with a prison in the foreground and Long Island City right behind.

"It's hard to reach Sutton Place," the banker said.

"Why do you live there?"

"So I can look at the Fall River boat going by every evening and wish I were on it, going home for good."

I laughed a little at that conceit. But when the venerable *Priscilla* went by, a wooden steamer with paddle-wheels and with bunks (not beds) in most of the staterooms, I felt a genuine catch in my throat. And when I started this letter, I saw on the shelf something that has stuck with me for thirty years—a clam-shell made into a pincushion and marked "Souvenir of Newport, R. I."

The point is that all exiled New Englanders are hooked to New England with chains of sentiment—which are stronger than steel. Every one of us has a souvenir. It may be clam-shells, or a balsam pillow stamped "Laconia, N. H.," or a whale's tooth, or something equally lovable and absurd. The *Priscilla* is good enough for us. There are often a hundred million dollars sitting on her camp-stools. Anybody who wants to see a lot of distinguished people who are really distinguished can (Continued on page 104)





A FOUR-PIECE SUIT OF BLUE-AND-WHITE FORSTMANN TWEED (BENDEL) AND A LILLY DACHÉ HAT



BLUE FORSTMANN TWEED COAT (SAKS-FIFTH AVENUE); HAT FROM NICOLE DE PARIS



A BROWN TWEED TRAVEL SUIT WORN WITH A YELLOW-AND-WHITE STRIPED SCARF; GERVAIS



BEIGE-AND-BLACK WOOL COAT, BLACK CRÊPE DRESS; JAY-THORNTON



*So you're going—*

## ON A FICKLE DOLLAR

by Clara E. Laughlin

THEY were discussing their wistfulnesses—a popular pastime, of late.

"I want to wander in the deep lanes of Devon when the hawthorn is in bloom," sighed one. "I want good English tea, and thin bread-and-butter, and great big strawberries, and thick Devonshire cream. I want my tea in the garden, all abloom, of a thatched cottage—a garden that looks out to sea. I want to walk on a wind-swept moor; and to come, now to some ancient stone the Druids knew, or to the remains of a Roman camp where Cæsar may have been, or to what's left of a venerable priory, or a tithing barn."

"I," said another, "want to roam the streets of an old German town where all Grimm's fairy-tales might have happened. I want to spend some nights in storied inns beside the Rhine, near Bingen—"

"Yes. And I want to be at Heidelberg in cherry-blossom time—up at the *Schloss*."

"I want to be in Vienna in lilac-time. I want to dine and dance up on the terrace at Coblenz—with the stars twinkling above me, the lights of Vienna twinkling far below, and we floating somewhere between earth and heaven, to the strains of a waltz by Strauss."



FORSTMANN BEIGE TWEED COAT; MILGRIM • GILMORE JEWEL-CASE

"I want to drift lazily on Lake Como at sunset, in a rowboat that's destinationless, and have my phonograph playing Richard Tauber's most melting song, while I watch the colours fade above the mountain tops, and wait to see if the first pin-prick of night-light will be a star poised above a cypress tip, or a suddenly luminous window in a cottage far up on a mountainside."

"I want to follow the long, white, tree-bordered roads of France, that lead to so many enchantments."

"I want to live again through some of the white nights of lovely Sweden! I want to see the congregation come out of church at Leksand and flow, a tide of colour, down that avenue of great white birches beside the blue lake."

"I want to be in Budapest! Up on the Széchenyi Hill, when the lights along the river flash out."

"Or in the Saint Gellert pool, with the electric waves!"

And so on—and on.

"Well," questioned one, "why don't you?"

"With a fifty-nine-cent dollar?" they chorused. "And not many of those!"

"You needn't stay home on *that* account."

"Well," said a doubter, "when I was a youngster, down South, the Negroes would often buy a railroad ticket, on Sunday, and ride as far as their money would take them—then walk home. But the walking home from Europe isn't good!"

"No need to walk, either way. It's wise to buy a round-trip ticket before leaving home; and it's economical. You save from five (Continued on page 111)



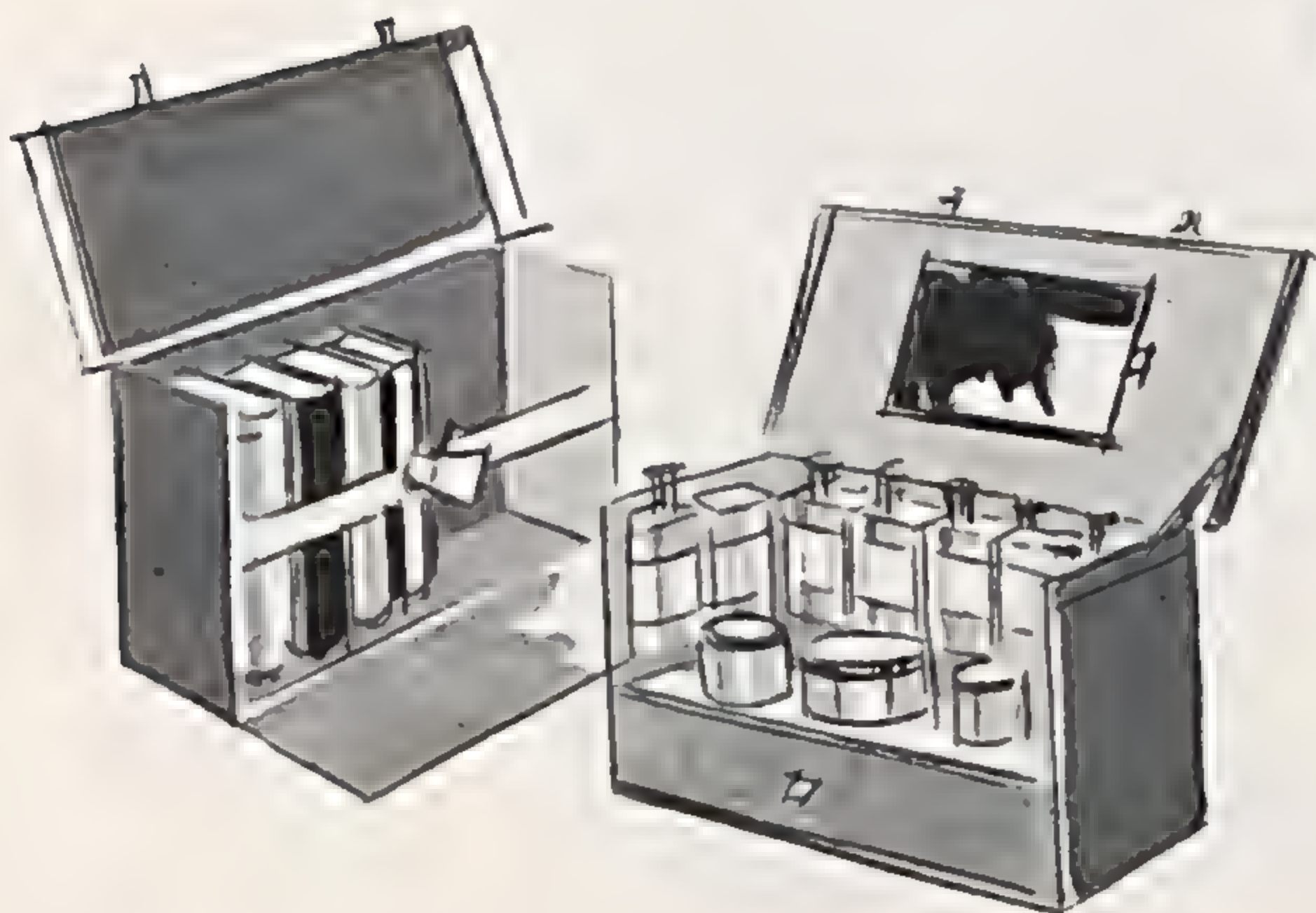
A BROWN TWEED SUIT AND A CHECKED TWEED TOP-COAT; FORTNUM AND MASON



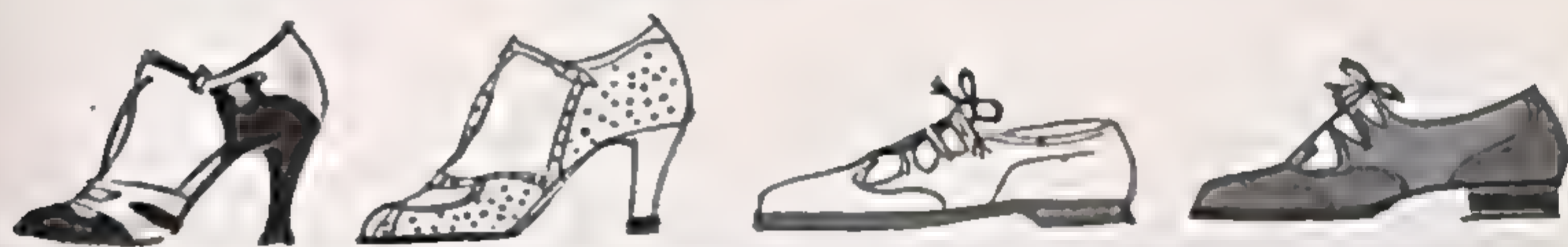
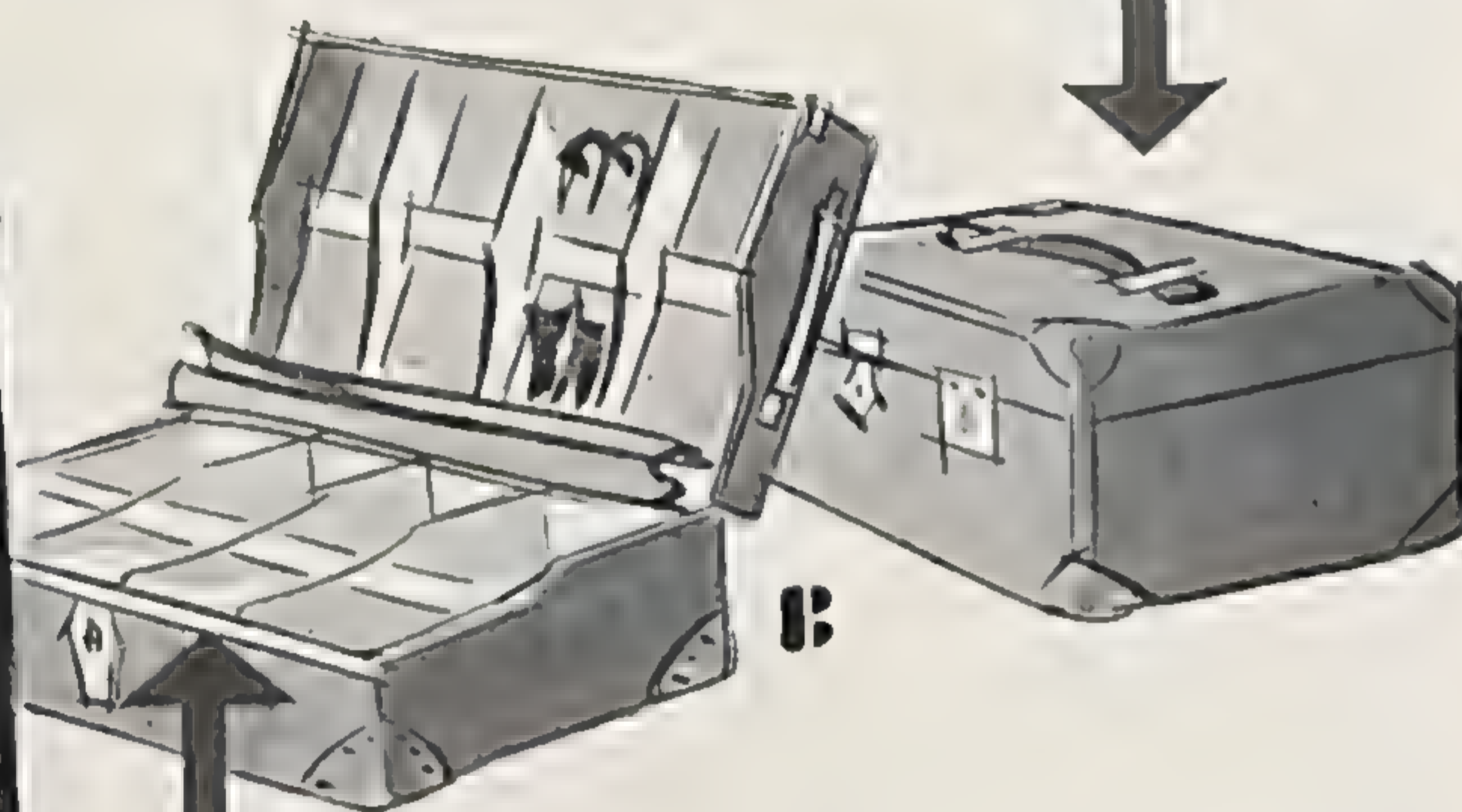
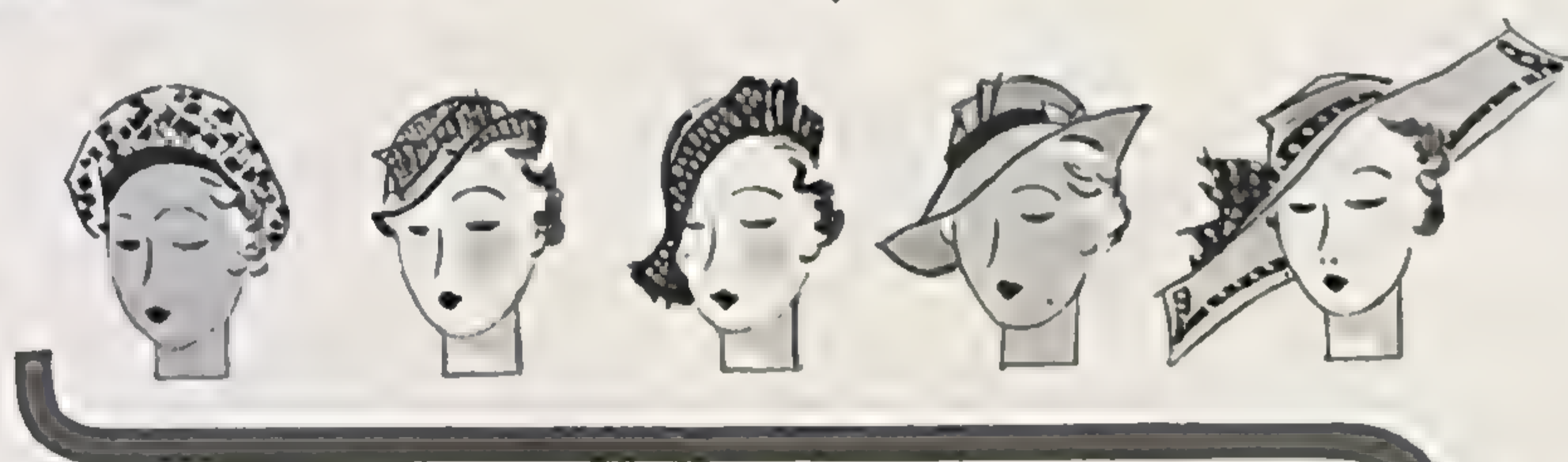
# PACKING for PLEASURE

- IN THE TRUNK, an Oshkosh model from Arthur Gilmore, go the accessories and clothes along the two arrows that lead to it
- First, the moire accessories and satin wrapper lined with albatross; (Mrs. Dulany)
- Goupy's grey wool coat
- Chanel's grey-blue-and-red tricot suit
- Miler Sœurs' navy twill and print suit
- Chanel's navy-and-oyster-white ensemble
- For cocktails—Goupy's navy-blue silk dress with a cherry-red crêpe coat
- Lanvin's black-and-flame dinner-dress
- Alix's rose taffeta evening gown
- Bruyère's flared evening wrap, and a long-sleeved nightgown of sheer crêpe
- All models from Wanamaker's Coin de Paris

- IN THE CASE at the end of the arrow—an Oshkosh week-end wardrobe case from Arthur Gilmore—are packed the clothes sketched along the arrow's shaft
- First, a navy-blue-and-white tweed skirt, worn with a light blue slip-on and cardigan
- Then, a winning pair of white washable silk tennis dresses
- Beach pyjamas of cotton bouclé, with a Lastex belt and a navy-blue shirt
- Blue jersey bathing-suit; navy silk cape
- All five from Wanamaker's Sports Shop
- Patou's blue crêpe frock; Coin de Paris
- Miler Sœurs' black net dress; Coin de Paris
- Below, a travelling-case for books and a fitted toilet-bag, in morocco; Arthur Gilmore







- THE HAT-BOX above (an Oshkosh model) will take care of the Coin de Paris hats lined up on the arrow leading to it
- Marching out of the Oshkosh shoe-case, at the end of the lowest arrow are (left to right): two Laird Schober blue kid pumps; a Laird Schober strapped black kid shoe; a metal kid and satin sandal; a satin evening sandal; a canvas tennis shoe; and a brown-and-white leather golf shoe; shoes from Wanamaker. The Oshkosh week-end wardrobe case is of black fibre; all luggage from Arthur Gilmore

FROM WANAMAKER'S COIN DE PARIS AND SPORTS SHOP (SEE TEXT ON PAGE 89)





SOFA FROM ISABELLA BARCLAY

Mrs. William T. Wetmore in an Augustabernard dress of black satin and stiffened lace, and Mrs. Tilton Holmsen in a Chanel model of tulip-printed white organza. Gowns from Bonwit Teller; jewels from Tiffany



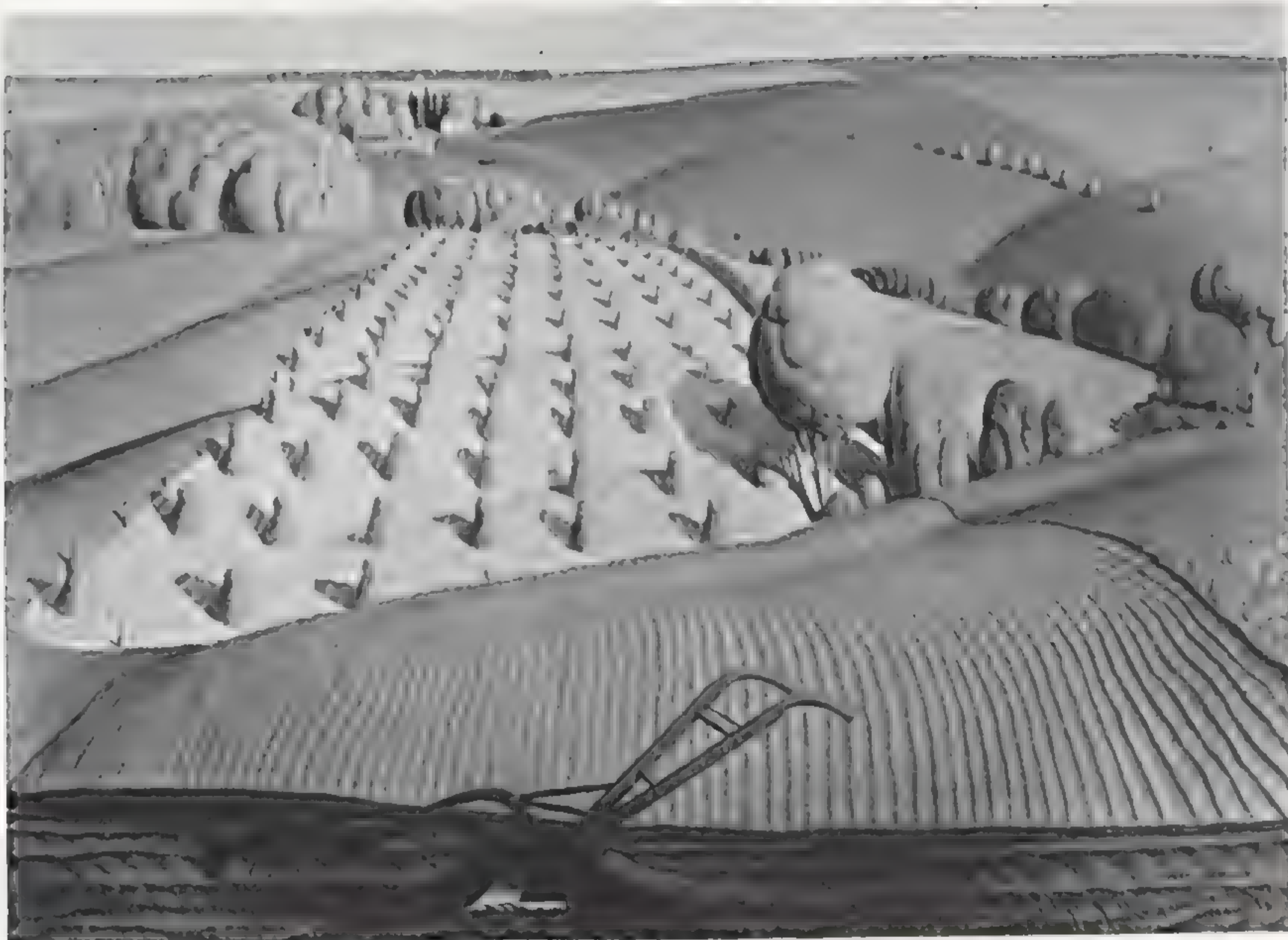


STEICHEN

DÉCOR FROM W. AND J. SLOANE

Miss Jane Swope is wearing a gown of white chiffon with huge blue polka-dots, made with a necklace décolletage and topped by a navy-blue chiffon capelet. Worth model from Bendel; jewels from Tiffany





FALL PLOWING, BY GRANT WOOD (FERARGIL GALLERIES)



BARN, BY LUIGI LUCIONI (FERARGIL GALLERIES)



LUNCH-WAGON, BY SANFORD ROSS (REINHARDT GALLERIES)

## Stone and Stubble

**By native painters**

PAINTERS are waking up. Slowly, the better ones are abandoning their apples on checked table-cloths, their sleazy nudes, their faint-hearted and sterile abstractions for something much stronger, much more real. They are waking up to their country. Not just clumps of trees, which might exist anywhere, or purling brooks or sentimental daisy-fields, but the clean, clear hills and the sharp horizon and sharper stones of America.

The six paintings of the country and the town shown on these pages were painted by six different men; chosen by us because they stand out of the ranks of native talent through their innate healthiness, their clarity, and their workmanship. None of the six is sloppy or straining after a style not his own.

Grant Wood and Niles Spencer are perhaps the most lucid—Spencer to the point of starkness, Wood (the creator of that lovely rolling landscape at the upper left) to an occasional still-born perfection. Wood is a Chicagoan, relishing the broad horizons of the Middle West and the gnarled hands and faces of its plowers; Spencer is a New Englander, and the tight, sparse edginess of New England is in his painting blood. He boils reality down to its barest essence, making it a formal, almost geometric pattern that is saved from dulness by a subtle colour scale and a balance startling in its simplicity.

Luigi Lucioni, the painter of the wooden barn at the left, is an astounding technician—a delight to those who adore the polished minutiae and breathless calm of the old Dutch masters.



Every detail—every shingle, grass, twig—is a perfect transcription of life. Dangerously photographic and not big in impulse, Lucioni's painting has nevertheless the fascination of all flawless things. You can hardly believe that a human hand can record so surely, so faithfully; you gasp at the glasses and stuffs in his still-lives. His world is a glazed and airless world, impeccable in taste.

The honesty of Sanford Ross, who painted the water-colour at the bottom of the opposite page, is very different. His honesty is rather one of mood than of technique. He is moved by the bleakness of America, by its newness. Gaping shacks on bare hills, gas stations, state roads with their snaky, naked asphalt windings, railroad tracks narrowing into nothing—these are meat for Ross, and these he paints with a sort of dog-like fidelity, and with that fear of charm which is the limitation of most modern artists. In their terror of the banal, they are driven to the sordid, and their ultimate test as painters is in making this sordidness somehow poignant and beautiful. Now and then, Sanford Ross does this.

Now for Howard Cook, whose lithograph of streets is the centre picture on the right. Cook is an outstanding master of black and white. We know of no one in this country who can make New York more sharply dramatic than he can. This particular lithograph is one of his gentler works, but he is best known and best loved for his steep city canyons, his soaring bridge spans, his apexes of stone in brilliant shadow. Cook needs no tracery of trees to make the city beautiful. All he asks for is stone and the erratic genius of light.

Ernest Fiene's aspect of the town is a warmer, homelier one. He likes the blunt noses of ferries, scows in the East River, excavations, and the seedier human haunts in the shade of elevateds. His is not the grandeur of New York, (Continued on page 96)



GAS-HOUSE DISTRICT, BY NILES SPENCER (DOWNTOWN GALLERY)



WEST SIDE, NEW YORK, BY HOWARD COOK (WEYHE GALLERY)



PAWNSHOP ROW, BY ERNEST FIENE (DOWNTOWN GALLERY)





JOHN KABEL

## NORTH CAPE ODYSSEY

THEY have made a convert out of me. A convert to cruises. I have known what a perfect cruise can be and can't refrain from shouting about it. In fact, it's my bounden duty to shout, because a dire experience I had several years ago—when cruises were not such unmitigated delights—made me spread dark warnings to the world at large against all cruises.

But I take it all back. In the first place, this cruise was bound for spots that had always intrigued me, but seemed too difficult to swing on my own. Specifically, Iceland, the North Cape, Norwegian fjords, Russia, and inaccessible ports in Scandinavian waters.

In the second place, the passenger list was unusually interesting; composed of the type of people you would find yourself playing around with at any attractive resort.

Maybe the fact that I happened to be at such an amusing table has helped my enthusiasm. In our own little dining-room, there were: the Ralph Pulitzers, the Marc Connellys, the Arthur Samuels,

Russel Crouse, and Alison Smith. Besides these, we were often joined by Edna Ferber, and by Bob Davis and his wife. With so much literary talent aboard, you will probably find yourself hearing about this cruise in a Ferber novel, a Connelly play, or a Crouse revue. But, although I haven't the ability to present the cruise to you in the manner such experts can and undoubtedly will do, I shall try to give you a few high lights about it.

Perhaps one reason the trip made a hit was because our sailing date couldn't have been more perfectly timed—just after New York had been sweltering for days in one of the worst heat-waves reported for June. The thought of sailing to cool northern waters, and the fact that you could watch your friends who had come to see you off turning green with envy as they left your cabin for the torrid docks, helped to heighten your anticipation. We went down the bay at four o'clock, and, by the time we dressed for dinner, the Atlantic was cooling us.



EDNA FERBER



THE RALPH PULITZERS BUY BERETS





A VIEW OF THE NORTH CAPE

## by William B. Powell

It was just at this time that one became conscious of what proved to be an exceedingly nice feature of the trip. The Hilmer Lundbecks, *père* and *fil*s, and their families were aboard, and, being part-owners of the boat, their presence gave one the feeling of being on a private yacht. That first evening I went to a cocktail party that Hilmer, junior, gave, and right away I knew "everything's going to be all right." The Lundbecks had a series of cocktail parties throughout the cruise, and I believe that every one of the four hundred and fifty-two passengers aboard was entertained at least once. It's a great asset that—knowing personally the owners of your ocean greyhound. Gives you confidence.

The nearest approach to becoming "cruise conscious" was on the third day, when, completely rested, we were invited to attend what I suppose will have to be called a "get-together." But, it turned out to be a good idea. We were introduced to the Captain, the first officer, the purser, and the doctor, (Continued on page 92)



JOHN KABEL

FROM THE PROW OF THE SHIP





EUGENE HUTCHINSON

**A New York apartment with surprises in colour**





MR. JOSEPH MULLEN has used eighteenth-century and Victorian motifs in the setting of his own New York apartment. In the drawing-room (opposite page), pale grey walls and a mirrored panel make a cool background against which are grouped a vermillion corduroy sofa, yellow velvet chairs, and lights on tall pedestals

Another view of the drawing-room (above) looks towards the mantelpiece, with its white-framed James Reynolds drawing, a pair of unusual fireside sofas covered with yellow velvet, and low, old gilt pedestals that are used as tables. A Greek key motif tops the door-frames and mirrors, and the carpet is a deeper-grey than the walls

On the deep, warm brown walls of the bedroom (right), flat architectural draperies of corn-coloured satin lined in brown hang above Mrs. Mullen's dressing-table in the same colours. The lamps on the two simple chests are gilt and ebony, with vellum shades. Small Victorian chairs, painted white, are covered with ivory damask







MODEL FROM JAY-THORPE

HOYNINGEN-HUENÉ

## SUMMER VELVET

Mrs. Tilton Holmsen (in the photograph at the left) is wearing a charming dress of a new summer fabric called "Verna-Vel." It's really a sort of summer velvet—sprinkled all over with velvet dots made of cotton pile on a cotton voile background. With the increasing magic of modern fabrics, this material combines coolness with the soft richness that only velvet produces. You will see it in lovely colours, like the aquamarine of this dress, which has graceful sleeves, fulness under the arms, and skirt fulness inserted in an unusual way between the straight, flat panels placed at the front, the back, and at each side





HOYNINGEN-HUENÉ

CAPE FROM BENDEL

Here is an enchanting new cape that many chic New Yorkers are ordering to wear over their summer evening dresses. It's made all of shining sequins and fastens high at the neck in front with square jewelled buckles, then dips in a cowl neck-line in back. It's the sort of cape that will turn a simple evening dress into a dashing one, or it may be worn as a wrap. In a year of capes and capelets, you will want one of these—if not of sequins, then of nubby organdie, piqué flowers, feathers, or, newer still, of taffeta, faille, or stiffened net. Settings on these two pages from Elmo Avet

## SUMMER SEQUINS





SHOES FROM SAKS-FIFTH AVENUE

ANTON BRUEHL

MONSIEUR ANDRÉ PERUGIA SHOWS HIS HANDIWORK: TEN MODERN SHOES INSPIRED BY PAST ELEGANCE





SHOES AND ACCESSORIES FROM BERGDORF GOODMAN

## GOOD EXTRAVAGANCES

PERUCIA, the famous French maker of shoes (opposite page), holds a new brown-and-white sports shoe—which, like the others in the group, is from the Padova Custom-made Shop at Saks-Fifth Avenue

- Farthest left in the circle of shoes (opposite page) is a low-heeled, dark green leather sports shoe
- Next, a gold evening pump with a drawn-thread effect
- Third, a white kid mule with black-and-white fringe
- The shoe with a baby slipper strap around the ankle, and toe exposure, is made of gold-flecked cream satin
- Another mule, delicately made of gold-and-silver kid
- Thumb-nails stud the red kid beach sandal
- The beach sandal next is of blue and black leather
- Red satin and red crêpe combine in the evening slipper, trimmed with a clip, next to last in the circle
- Last, white suède sandal, trimmed with red and blue kid

BERGDORF GOODMAN puts all sorts of new materials into the smart shoes and bags and scarf shown above

- The first shoe (starting at the left) is a very open evening sandal of black crêpe trimmed with gold studs
- Another evening sandal (beside it) is made of cotton striped in brown, beige, and cream
- The beach shoe (third) is incredibly soft and comfortable and made chiefly of blue and white cotton bands
- The last shoe, also for the beach, has braided bands of blue and white leather across instep and ankle
- The first bag (continuing around the circle) is of plaid taffeta in red, green, and white with a red kid frame
- Green, yellow, and white cords fashion the second bag
- Next, a bag of gay red-and-white checked taffeta
- And last, a bag of white basket-weave cotton and navy-blue leather, and a scarf to match with a leather loop





## WASHABLE CHIC

- Clothes in which young things who wear sizes eleven to seventeen can whirl straight through the day and night, clothes that will survive tubbing—these you see in the wardrobe on this page
- Yellow and brown are its basic colours. In the large sketch, a Juilliard washable yellow velveteen swagger-coat is worn over a green, white, and yellow striped seersucker dress that hugs the throat and is cut to the waist in back (see centre sketch above). By night, the coat serves as a wrap
- Stag-lines are certain to cut in on the yellow organdie frock (left). Dotted with brown flowers, it's young, but not naïve. The cape is detachable
- Above, at the left, is an aqua silk dress printed in brown, and worn under and over a brown crêpe coat to make a grand town-to-country outfit
- At the right (above) is a smooth-surfaced, checked cotton frock, in natural, brown, and yellow, trimmed with brown linen and cuff-link buttons
- All models on this page from Bloomingdale's





## FOR YOUNG THINGS

- On this page is a blue-and-white wardrobe in eleven-to-seventeen-year sizes. Everything in it can be whisked into the tub and come out lovely as ever
- Crisp gingham, checked in blue and white, is used for the evening gown in the large sketch. There are fluted ruffles and an amusing bustle
- Above, left, is a spectator frock of white drawn-linen accented with touches of navy-blue linen
- Next, is a white piqué jacket that is equally chic with the evening gown or a sports dress. It buttons snugly at the waist
- Beside it, at the right, is a frock of cotton that looks like challis. It's in baby-blue, sprigged with a tiny rose-coloured pattern. Blue glass bar buttons trim the ruffled vest-front
- To wear into town, the dress at the extreme right in the group is both smart and practical. It's of a navy-blue cravat twill, patterned in red-and-white, and fastened with gay red buttons
- The models on this page are from McCreery's





# Vogue's Smart Economies



SELECTED BECAUSE—the dress at the far left is smart for tennis. Of Brandler-Roth's washable suède cord. Open-neck revers and two-colour linen belt. Women's and misses' sizes. From Bonwit Teller; \$17



SELECTED BECAUSE—this (second) is a new variation of the shirt-waist frock. Of Mallinson's satin-striped acetate crêpe, with belt and tie of silk crêpe. In both women's and misses' sizes. Lord and Taylor; \$17

SELECTED BECAUSE—this piqué-revered jacket-gown is a formal cotton costume for town or country dining. Of eyelet-embroidered batiste in dark or pastel colours. With separate silk slip. Franklin Simon; \$30





SELECTED BECAUSE—the dress (right on opposite page) is a youthful organdie evening model that is really sophisticated. Of imported matelassé organdie with contrasting velvet ribbon. Silk slip. Best; \$40

SELECTED BECAUSE—the evening gown (above) has two smart tricks of evening formality—a short train and a collarless mandarin coat. Dress has cowl back. Light-weight novelty silk crêpe. Jay-Thorpe; \$50

SELECTED BECAUSE—a perfectly-done sheer summer ensemble like this (above, right) is hard to find. Of Roessel's cluster-tucked silk marquisette. Rhinestone buttons. Dark or pastel colours. Altman; \$40



WHERE TO PURCHASE—Shops listed on page 10 have Smart Economies. If none in your town is listed, write Vogue, 420 Lexington Avenue (please enclose a stamped envelope), and we will send you the name of one located near you





JEWEL-CASES AND VUITTON SHOE-CASE



LUGGAGE ON THIS PAGE FROM SAKS-FIFTH AVENUE



HARTMANN RAWHIDE PATHFINDER LUGGAGE

## CONNOISSEUR'S LUGGAGE

TO saunter down the pier and claim a group of luggage like the rawhide magnificence above is our idea of one of life's most brilliant moments. Bedazzling fellow passengers becomes a permanent pleasure when you invest in luggage with a future. Really good luggage grows mellow, beautiful, covered with pleasant associations. Compare this lasting satisfaction with the transient excitement of, say, a new hat.

- The rawhide pieces shown above, with the deceptively fragile parchment look, will actually improve with age. Trunk and hand luggage are part of the Pathfinder series made by Hartmann for Saks-Fifth Avenue. The interiors are as handsome as the outsides, and intelligently planned. The shoe-and-hat case is nail-studded to ship.
- At the left is, perhaps, the only shoe-case extant not made for the foot of a giantess—a Vuitton case for eight pairs of shoes under size six. The jewel-cases are of sealskin or pig.
- At the left, standing on one of Frances Miller's hand-woven rugs, are two unconventional but chic black-and-white checked linen cases with saddle leather bindings. (Continued on page 100)

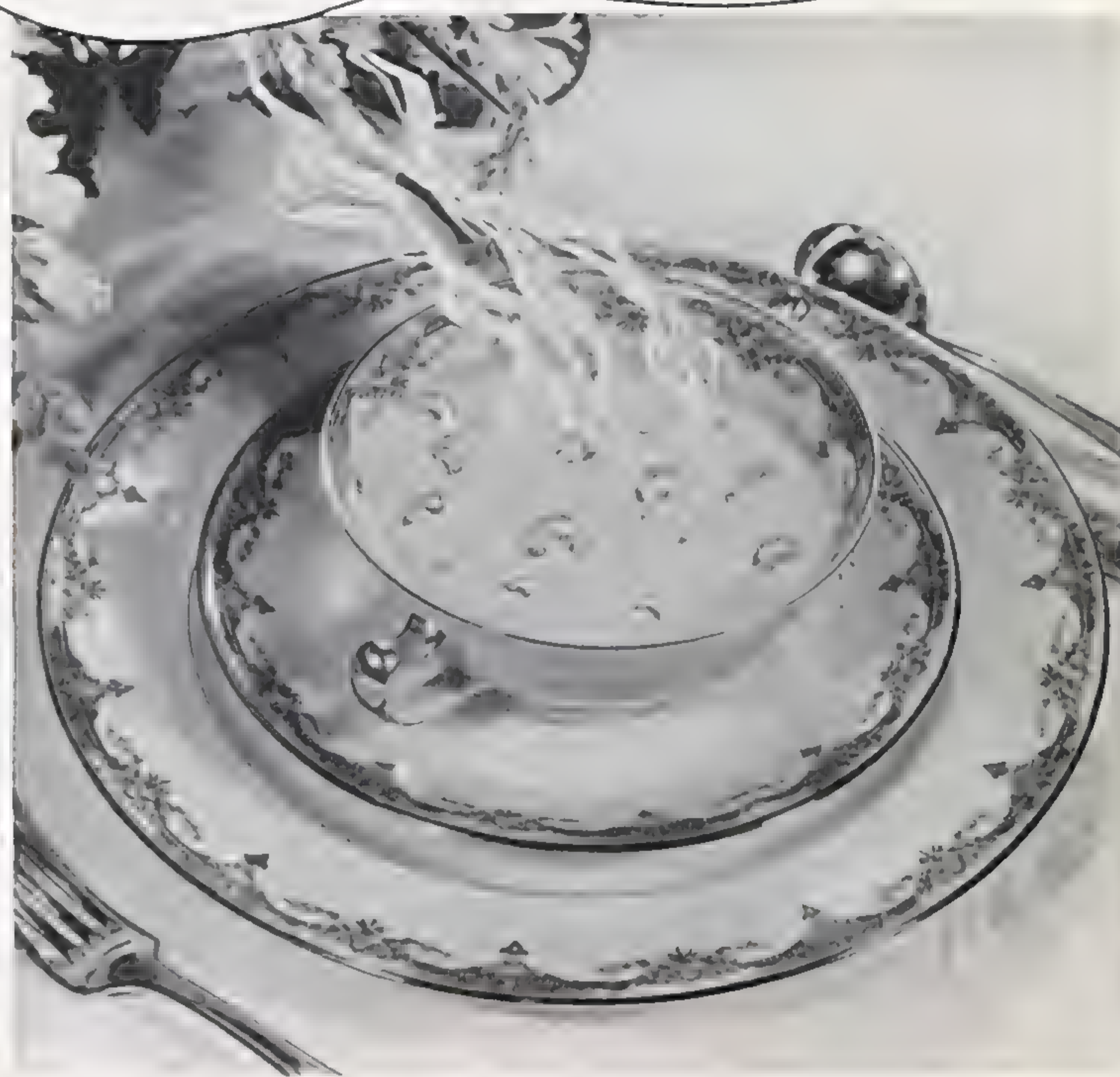
Q







## 2 NEW CAMPBELL'S SOUPS to grace the finest tables!



LOOK FOR THE RED-AND-WHITE LABEL



### 21 kinds to choose from . . .

Asparagus	Clam Chowder	Noodle with chicken
Bean	Consommé	Ox Tail
Beef	Julienne	Pea
Bouillon	Mock Turtle	Pepper Pot
Celery	Mulligatawny	Printanier
Chicken	Mushroom (Cream of)	Tomato
Chicken-Gumbo	Mutton	Vegetable
		Vegetable-Beef

## NOODLE <sup>WITH CHICKEN</sup> SOUP

...with hearty egg noodles  
...rich chicken broth  
...tender chicken meat

Noodle Soup—glorified, transformed, immeasurably bettered by the skill of the great soup-chef! Isn't that an alluring prospect? The moment you taste Campbell's Noodle Soup, with its extraordinary chicken richness, you will sense a distinct and original creation—an old favorite lifted to a fresh, high deliciousness.

Here is Noodle Soup so richly chicken that the appetite is supremely gratified. The finest egg noodles, in substantial quantity, are steeped in the chicken broth of extra strength and flavorful goodness. Tender morsels of chicken meat, white and dark, from the choicest parts, offer a tempting garnish.

The price—just the same  
as other Campbell's Soups!

## CREAM <sup>of</sup> MUSHROOM

containing sweet  
double-thick cream

Open your next luncheon or dinner party with this new soup de luxe—Campbell's Cream of Mushroom!

Never have you served on your own table choicer mushrooms than are used in Campbell's. Fresh, whole, cultivated mushrooms are richly puréed and blended with sweet, fresh cream—cream so thick it will hardly pour. Delectable tidbits of mushroom are the liberal garnish.

The cream is double-thick. So that when an equal quantity of water is added in your kitchen, the soup is a genuinely rich Cream of Mushroom—of enticing smoothness and mushroom goodness.

The price—just the same  
as other Campbell's Soups!

EAT SOUP AND KEEP WELL





## Tips on the shop market

- Shop-Hound spends most of her time nosing about the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue (please enclose a stamp)

EVERY summer week-end costume in Madame Lichtenstein's shop (280 Park Avenue) is a changeling. She has learned from the smart Londoner what a blessing travelling light can be, so her week-end get-ups have all sorts of interchangeable possibilities and cause little displacement in your luggage. First of all, she suggests a classic suit of Rodier cotton: the skirt in military-blue is pleated once in front and again in the back, the jacket is in an indefinite blue with definite white and navy-blue stripes and just a dash of red to enliven it. With it goes a scarf to be tied Ascot-way, made of the material of the jacket flanked by wide edgings of the blue. The outfit costs less than \$90. To wear over this is a journey-coat of Rodier cotton in military-blue, three-quarters in length and trim and tailored. For about \$95. Then, there's a Rodier linen blouse in red, white, and blue, but subdued and flattering instead of blatantly brilliant—intended to make another change, but just as perfect for any suit you have tucked away in your closet. About \$25. To change again, Madame Lichtenstein suggests a white sweater, hand-knit of a heavy cotton thread. The body of this is made in a loose stitch, and the band that goes round your neck and down the surplice front, cuffs the sleeves, and hugs the waist, is quite wide and amazingly flattering. This costs about \$25. And there's an extra special point about these Rodier fabrics: the old master has made them non-crushable. Think of that when you think of summer travel.

- The boot-tab pusher is a gift to us from the tradition of old England. Twenty million equestrians should bless me for bringing it to the fore. It's just a neat little stick with a wide, flat end that sends the recalcitrant buttons of your breeches down in a well-ordered and disciplined retreat when you pull on your boots—tames them early in the game, you see. Once you're happy astride, you'll have no button trouble. No longer after the first glory of your canter will misery set in—no longer will you

have a burning insignia of bruises and battle-scarred shin-bones to spoil the perfection of your lazy jog home after a perfect run. You can gallop, you can hurdle, and still know to the full that hazy bliss of the ride's aftermath—that bliss which haunts those who know the joys of a good mount and a free rein. The Ogden Saddlers (559 Madison Avenue) have this for about \$1.50.

- Talk about the cloud with the silver lining—you don't know anything until you have seen the silver rain-coat at Peck and Peck's. It's just one of those little accidents of a chemist that sometimes turn into a big event. This chemist set out to do something about adhesive tape—maybe he wanted to make it stick tighter—, but what came out of the crucible was a bright and shining fabric that makes the gold standard look like tired gilt. Such a fabric has never been seen on land or sea. Light as a feather, shining as a new minted dollar, and rain-resisting as a duck. It was Peck and Peck who got the grand idea of making this brain-child of the bewildered chemist into a City Slicker for rainy days. They did it in a classic model and suggest that you wear it with red accessories. About \$10.50.

- Every so often, I rush out and retrieve a morsel that is something—a morsel in the line of news about one of our high-stepping little shops. This time, it's Nancy Brander, who holds sway in the same building as the Crillon Restaurant (277 Park Avenue). She has a whole colony of young clothes—to say nothing of a really charming collection for the older woman. One dress that pleased me mightily was a simple affair of natural coloured crash—perfect for tennis and still more perfect for just summer lolling. The neck-line is gathered snug and shipshape by a giddy Mexican cord, and the same colours lurk in the three-quarters length coat that may or may not (as you will) go with it. That is what I'd choose for the country—that or a knitted string suit, natural coloured, too, and worn with a henna blouse and a straw belt—a strange, very fetching mixture of farmer-in-the-dell and Paris. Either one of these would make me fling up my chin brazenly to the bright new sun. The prices would be called reasonable—even by a Scotchman.

- Brides—you owe me a debt of gratitude. I have nosed out a big bargain in silk underthings for you (not that I counsel saving at this (Continued on page 96b)





## You're Making Movies with the "K" at Churchill Downs

● Extra equipment for the "K" includes four telephoto lenses, for close-ups of distant action; the wide-angle lens, giving breadth of view in close quarters; filters for cloud effects and scenics; and the Kodacolor Adjustable Filter for gorgeous movies in full natural color.

● Derby Day in Kentucky . . . a million-dollar spectacle made to order for your movie camera. The electric atmosphere at the start—the crescendo of excitement—the frenzied finish—your eyes can't get it all. But Ciné-Kodak "K" can. Loads with full 100 feet of 16 mm. film. Price from \$112.50, case included. See your Ciné-Kodak dealer. Eastman Kodak Company, Rochester, New York. *If it isn't an Eastman, it isn't a Kodak.*

### Ciné-Kodak "K"

EASTMAN'S FINEST HOME MOVIE CAMERA



THE SILENT



MESSENGER



© 1934, Lenthéric

## While the forest whispers

You may say no word as you meet him along the pathway of your day... yet something speaks to him of you as clearly as if you were alone together among whispering trees.

Let the silent message tell him of your inner radiance. Let it kindle within him the urge to know you, by the delicate magic of the new Daytime Fragrance, Bouquet Lenthéric. In it, precious perfume by Lenthéric of Paris is caught in the cool refreshing depths of the finest Eau de Cologne—a double essence.

Its secret is twofold. Each day it awakens you to tingling aliveness, and, the moment after, wraps you in a light and lingering fragrance, exquisitely right for the day.

Ask for the new Daytime Fragrance, Bouquet Lenthéric—in any language, in any country—wherever fine perfumes are sold. Lenthéric, 245 Rue Saint-Honoré, Paris; Fifth Avenue, New York.

Four-ounce flacon, \$1.00  
Eight-oz., \$1.65; Sixteen-oz., \$2.75  
Bouquet Lenthéric comes in five  
Lenthéric Perfumes: Miracle,  
Forêt Vierge, Asphodèle, Lotus  
d'Or, and Au Fil de l'Eau.



**How to use Bouquet Lenthéric**  
In the morning, after bath or shower, apply freely to the body. Spray it or pat it on with your hands. It may also be sprayed on lingerie and handkerchief.

**Bouquet Lenthéric**  
the new daytime fragrance

"QUIET, BUT WITH A STRANGE PERSISTENCE"



REMIE LOHSE

The Candid Camera has caught a moment in the activities that went on in Pond's colour measuring process to determine the perfect shades for face powders

## ON HER DRESSING-TABLE

THE fascinating performance that you see pictured above is what goes on behind a change in a powder shade! Pond's—always at the business of investigating and experimenting with methods to improve their products—knew that accurate measures of colours were being obtained by means of precision machines for use in making papers, films, and such. Why not, then, the same thing for face powders? Why not, indeed? A machine for this purpose was evolved, and the skins of two hundred young women were measured for their colour, first without any powder, then with Pond's powder on their faces—two hundred skins being the number required to arrive at an average measure for each of the six colour types into which the majority of skins fall. What happened? Well, two of the Pond's shades were absolutely accurate and extraordinarily flattering. The others, the relentless machine revealed, showed a few discrepancies as judged by the perfect standards. Immediately, discrepancies were corrected, the shades were measured again, and now they're all perfect and flattering. Mind you, this doesn't mean that they precisely match the skin they complement—unless it is an absolutely perfect skin. They blend with it flawlessly, and add brilliance or tone down colour according to requirements. It was all so fascinating that, when we went down to see the measuring business in progress, we rushed back to get our Candid Camera and record a bit of behind-the-scenes history. As a practical addendum, the revised shades are now in the shops all over the country.

• When Chanel brings out a new perfume, a murmur of excitement goes around. It's like bringing out one of the season's important débutantes, only Chanel's débutantes are always successes. The latest is "Glamour"—and what a name for a perfume! How can you describe a fragrance? Do you know Chanel's "Ivoire?" Well, "Glamour" is rather more exciting than that, but with a suavity. You will no doubt have to sniff it for yourself to find out, and you can do that at not too devastating a price, because you can get it

in little purse-size flacons. There is a lipstick also "Glamour" scented, and that and the flacons are put up in the traditional Chanel black-and-white trappings. Look for them only in the better shops.

• One of Rose Laird's ambitions in life, aside from doing everything humanly possible to make you beautiful, is to accomplish it all for you with the acme of comfort and celerity. Her latest innovation is a wave-setting lotion that keeps you under the dryer for precisely fifteen minutes (even less, if you have no ringlets), after which time you emerge with a flawlessly set wave. If you dread sieges with the dryer, you know what this will mean in your life, and there are all sorts of good points about this new lotion besides. It's not a bit sticky or drying, and it leaves the hair soft and lustrous. Mr. Leon, who will advise you about how your waves should go, is one of those geniuses who manages to set your hair to its best advantage in practically no time at all. In fact, if you have thought of Rose Laird's as a place to go only on behalf of your face, you should immediately remedy that idea. The things Miss Laird herself can do towards beautifying a lustreless head of hair in six short sessions is something that has left us breathless.

• Glazo has a new Polish Remover which contains oil and does not dry your cuticle or your nails. And there, ladies, is news! Because it really has oil in it, it leaves the cuticle soft instead of drying it up, and it helps to avoid brittleness, instead of increasing it. You can tell the difference by the state of your nails after only using it a few times, and nothing is more thoroughly convincing than that. It is put up in a new, larger bottle, too. And another bit of manicure news is the new guise that the Cutex Nail White Pencil has acquired for itself. There is a rubber end now, to use in shaping the cuticle and a metal point for cleaning under the nail tip. Then, there is the white pencil itself for thorough cleaning and bleaching. You couldn't ask more of one slim pink cylinder.



# CUPID talks it over with Lupe Velez

**CUPID:** "Lupe, how do you win hearts before I even have a chance at them? Is that nice—interfering with my work?"

**LUPE:** "I do not steal your job, Cupid. I do nothing."

**CUPID:** "Maybe if you'd stop using Lux Toilet Soap I'd have more work! But while you have such devastating *skin*."

**LUPE:** "I stop using Lux Toilet Soap—the soap that does so much for my skin? Never!"

**CUPID:** "Girls all over the country have decided that the soap you use works for them, too, Lupe."

**LUPE:** "Then romance will come to them. And pretty soon you will have no more job, my little Cupid!"



"MY GREATEST  
ALLY—  
LUX  
TOILET  
SOAP"



How's *your* allure this season? Keep it irresistible year in and year out the way Lupe does! As a matter of fact, of the 694 important Hollywood actresses, including all stars, 686 use fragrant, white Lux Toilet Soap. The lovely Lupe Velez tells you how *you* can have the kind of skin that men adore—the kind the screen stars have. Just use Lux Toilet Soap, their beauty care!

Star of Metro-Goldwyn-Mayer's "Laughing Boy"





In Philadelphia  
AT  
STRAWBRIDGE & CLOTHIER



MisSimplicity<sup>\*</sup>  
is the choice of those  
who seek perfection

To the woman who knows her fashions . . . and the lines that make them . . . no other foundation garment gives quite the same style satisfaction as MisSimplicity<sup>\*</sup>. The diagonal pull of the elastic brassiere ends raises the breast line, hugs the ribs, defines the waist and smooths flat the flesh beneath it. The model sketched from life at Strawbridge & Clothier is of satin finished batiste and Kendrick elastic with an accentuated uplift of lace and a back that tapers to nothing at all.

<sup>\*</sup>Reg. U. S. Pat. Off. Pat. No. 1,859,198

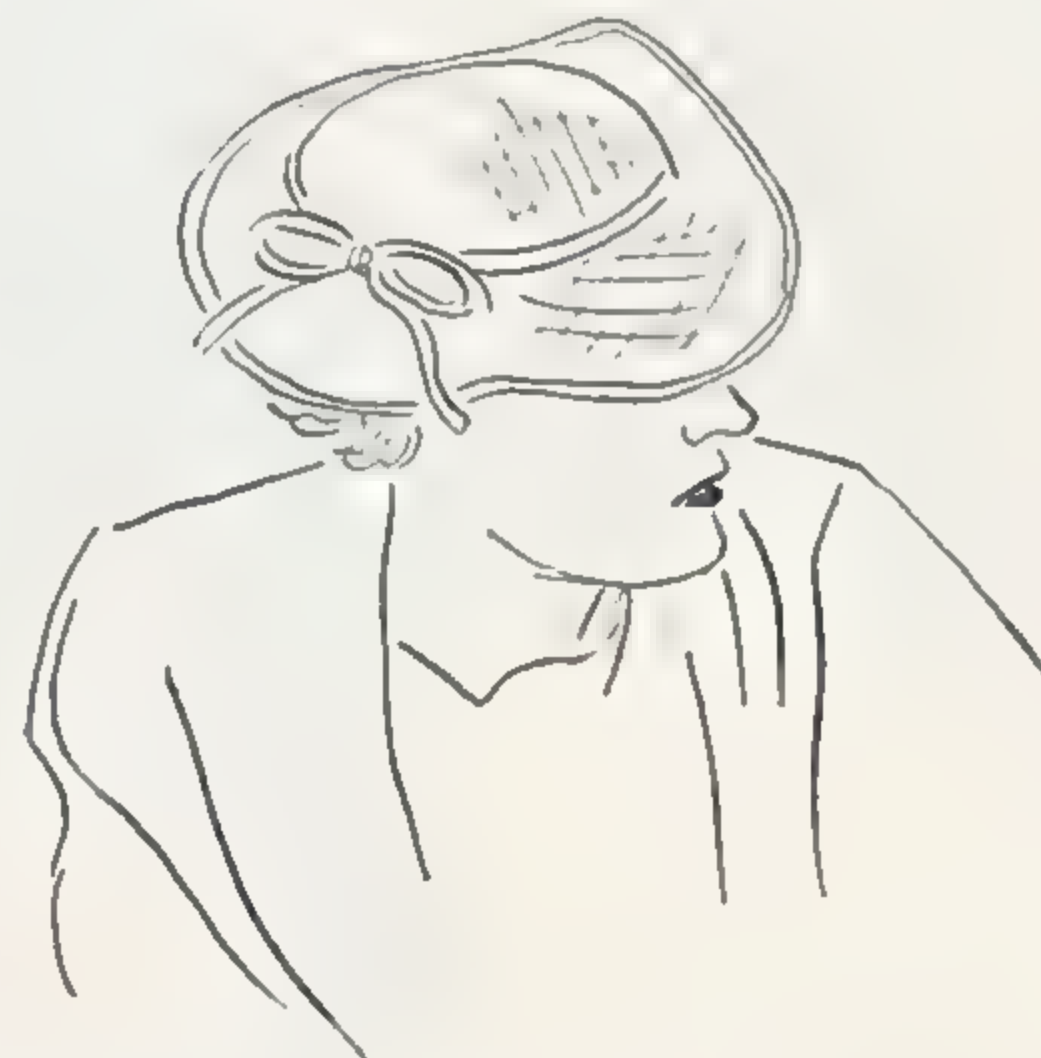
The GOSSARD Line of Beauty

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas  
Atlanta • London • Toronto • Melbourne • Sydney • Buenos Aires



MORE CHIC FROM THE COTTON FIELD

New and summery for slip-covers is Sanforized-shrunk "Hop Sackie" from Wilson Textiles—effectively used in white on the modern chair shown at the right



Knitted white cotton is the chic fabric of the hat above, and there is a fish-fly stuck in the grosgrain band; John-Frederics



Knitted cotton again, in the first dress above—a string coloured golf dress with Lastex ribbing at the waist-line. Best has this

Stripes are as smart as cottons;—especially in a blue-and-white Sanforized-shrunk piqué golf dress and hat; Peck and Peck



More stripes and more cotton appear in a brown, blue, and white dress, with a brown linen jacket; Saks-Fifth Avenue

Nothing looks fresher than Anderson's gingham. It's in red, black, and white in the jacket-dress above; Saks-Fifth Avenue



The curtains above are of Fred Butterfield's "Rib San," a Sanforized-shrunk striped cotton in green, rust, beige, and white

A heavy Sanforized-shrunk cotton suiting from Fruit of the Looms—used on the sofa at the left—is effective for summer slip-covers. The rug is of Taylor-Clapp-Beall's Sanforized-shrunk coating with cotton fringe



"When the bloom of Spring is on ladies' faces...  
you can be sure that Elizabeth Arden put it there!"

The *Arden Look* is everywhere seen, everywhere admired! Miss Arden is vicariously paid a compliment every time a radiant person is told "How lovely you look!" For it is Elizabeth Arden who has *proved* that every woman possesses the potentialities of loveliness. That women listen to her...believe in her...follow her concepts, is a source of joy to them, as well as to Miss Arden.

\* \* \*

Here is a group of Elizabeth Arden Preparations that  
are indispensable to every woman

**FOR CLEANSING:** *Elizabeth Arden's Cleansing Cream*...gentle, thorough, deep-dielving. \$1, \$2, \$3, \$6. Combined with *Ardena Skin Tonic*...tones, lightens, refreshes the skin. 35c, \$2, \$3.75.

**FOR SOOTHING:** *Velva Cream*...gives a petal-smooth softness to the skin. \$1, \$2, \$3, \$6.

*Orange Skin Cream*...a deep tissue-builder that fills out hollows and wrinkles. \$1, \$1.75, \$2.75.

**FOR A CRÉPEY THROAT:** *Elizabeth Arden's Gland Cream*...Marvelously effective in smoothing out wrinkles on the neck. An unusu-

ally potent preparation with magic rejuvenating properties. \$10.

**FOR FIRING THE CONTOURS:** *Elizabeth Arden's Special Astringent*...tightens the skin and braces drooping muscles. A remarkable face-lifting preparation. \$2.25, \$4.

*Ardena Astringent Oil*...Deeply penetrating...restores the virility of the facial muscles. \$1, \$2.50.

**FOR THE FINAL TOUCH OF BEAUTY:** *New Amoretta Cream*...This flattering foundation now comes in a new consistency and two new colors. *Naturelle* gives glow-

ing lights to a pale skin. *Rachel* tones down a ruddy skin. \$1, \$2.

*Illusion Powder*...This finest and purest of face powders comes in fourteen delectable shades, eliminating the necessity of unsanitary, uncertain individual blending. Box, \$3.

*Rouge Amoretta*...a cream rouge that smooths into the skin so exquisitely, you never have a "made-up" look. \$2.50.

*Lipsticks*...Easy to apply, really indelible, in shades that enable you to wear any color becomingly. \$1.50. The new automatic lipstick...golden, jeweled. \$2.

*Eye Sha-Do*...in new and lovely shades, adding lustre and charm to the eyes. \$1.50.

*Cosmetique*...enhances the beauty of your lashes. Try combining blue with black. Divine! \$1.25.



DEMEYER

Elizabeth Arden 691 FIFTH AVENUE · NEW YORK

L O N D O N  
© Elizabeth Arden, 1934

· P A R I S ·

B E R L I N ·

R O M E ·

T O R O N T O





## YOUNG AND SPRIGHTLY

No, we aren't merely talking of the lady, we're talking of her clothes. She wears a Vogue Pattern

ensemble which has the spirit and vivacity characteristic of Vogue.

• This photograph appears on the cover of the current Vogue Pattern Book. Behind that cover there are more than 200 figures—wearing all that is new and charming. 56 pages of bright ideas, plus a free pattern for a hat... for 35c. You may buy it at pattern counters in the shops—and on newsstands.

• Incidentally, the pattern shown is No. 6624. In sizes 12 to 20; 30 to 38; price, 75 cents. For details, see Vogue Pattern Book.



# Conturier Designs for dressmaking

No. 305 achieves its flattering neck- and shoulder-line by a folded collar that extends into a frill below the shoulder yoke. Designed for sizes 32 to 40. Foreman's printed crepe is the material

No. 302 illustrates the smartness of soft details like fine shirring and rippling collar. Designed for sizes 32 to 40. Of Cheney's "Romanub"



No. 305



No. 302



No. 304



No. 304 - A soft, folded collar, sleeves that wrap around, and a slit skirt are the chic new points of this afternoon dress. It is designed for sizes 32 to 42. Edwin I. Golding's "Appliquelle" of Crown Rayon is used



# Six Costumes for

Sports Ensemble No. 6673  
Wear the wrap-around  
frock over the shorts  
and brassiere to go to  
the beach. Designed for  
sizes 32 to 42. Of  
Sanforized-shrunk  
seersucker; Fuller  
Fabrics



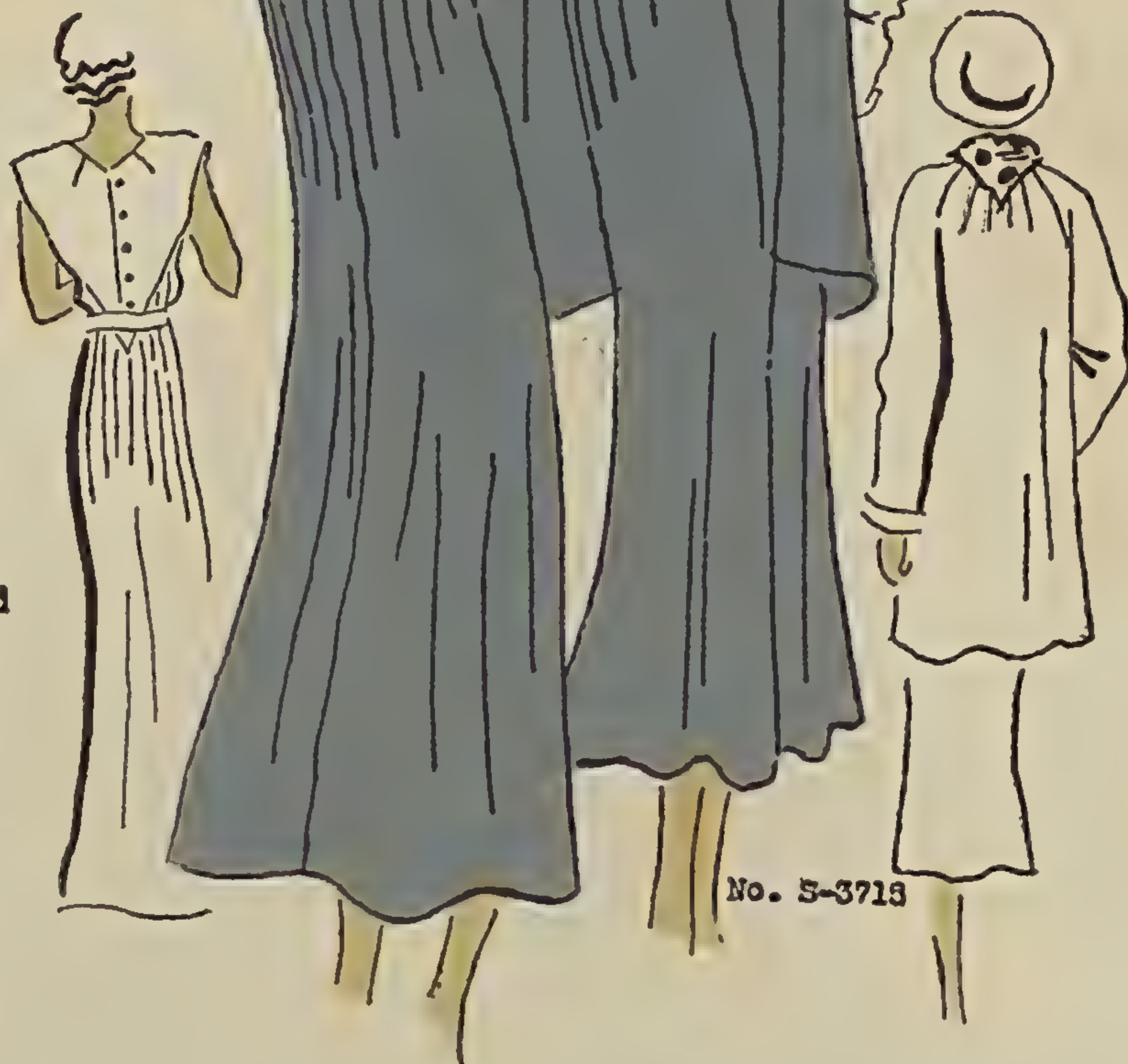
No. 6671

Ensemble No. 6671  
is "Easy-to-Make,"  
and the wind-breaker  
jacket is topped off  
by one of the most  
amusing scarfs - it's  
looped, and then pulled  
under and over. De-  
signed for sizes 30  
to 40. Of "Piquenese"  
crepe and polka-dotted  
organzel from Celanese



No. 6673

Ensemble No. S-3715-Fine  
tucking, the new petal  
neck-line, and the use  
of contrasting, polka-  
dotted material make  
this ensemble utterly smart.  
Designed for sizes 12 to 20  
30 to 38. "Chamois-Downe,"  
a crepe of Crown Rayon is  
used



No. S-3715



# Early Summer

Frock No. S-3716 - The tiny tucks are released into tiny frills at the belt and neckline. Designed for sizes 12 to 40. Of canton faille crepe; Cheney



No. 6673



No. S-3716



No. 6670



Ensemble No. 6673 is an interchangeable costume if you make the same frock in both a dark material and a print to match the jacket. The organ-pipe pleat in the front of the skirt is chic. Designed for sizes 32 to 42. It is made of taffeta from Wahnetah

Ensemble No. 6670 - The horizontal and vertical tucking on the skirt and abbreviated jacket is decidedly smart. The crisp bow that ties at the neckline is a continuation of the yoke. Designed for sizes 12 to 20; 30 to 38. Of Beau Monde triple sheer crepe from Marshall Field



# More Couturier Designs

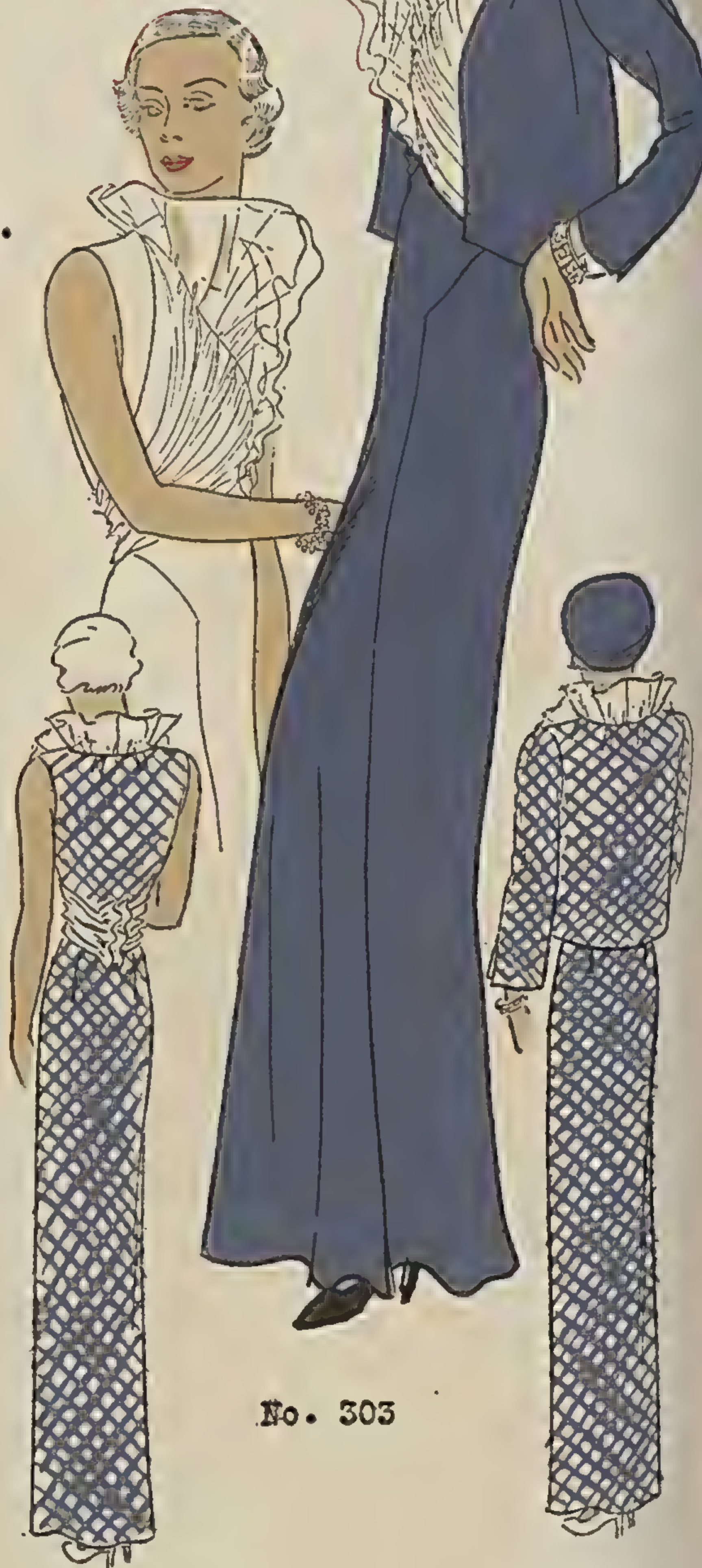
No. 306 - A smart detail is the up-turned fold of contrasting material on the lower edge of the skirt. Designed for sizes 14 to 20; 32 to 38. Of printed "Koranette" H. and J. Lehmann



No. 301

No. 301 - Note the interesting sleeves that continue into a flattering collarette. Designed for sizes 32 to 40. Of McCutcheon's mousseline de soie

No. 306



No. 303

No. 303 - Remove the charming shirred gilet and short jacket, and you transform this cocktail suit into a smart dinner-dress. It is designed for sizes 32 to 40. Lastex crepe made of Du Pont acele from Wahnetch is the material



## PACKING FOR PLEASURE

THIS, my friends, is nothing more nor less than Brass Tacks—a summary of the travel plan outlined in sketches on pages 62 and 63. If, by the end of this piece, we have shown you a workable wardrobe for a jaunt to Europe—or anywhere, for that matter—our object in life will have been reached (until the next issue). And by wardrobe, we mean not only the clothes to carry you from beach to dinner and back again, but what to stow them away in.

**THE LUGGAGE:** The basis of luggage is efficiency. And efficiency means the minimum essentials plus the maximum ingenuity. That's why we've put your holiday wardrobe in one not-too-large trunk, one big case, a hat-box, a shoe-box, and whatever more small cases you desire (all shown on pages 62 and 63). Porters and taxi-drivers in England and on the Continent can juggle with any amount of bags, no matter how bulky—but watch them snarl and shrug and strain over one big American-type trunk! Besides which, it's safer to travel with luggage that you can keep close at hand. Checking in Europe is often dubious and always nerve-wracking.

Arthur Gilmore and Oshkosh Trunks, Inc., have evolved an exceedingly well-styled and workmanlike series of trunks and cases. They are made of black fibre with reinforcements on all vulnerable spots, so you can watch the porters heave them over ten-foot drops without anguish, and bring them home looking as smart as when they left.

The wardrobe trunk at the upper right on page 63 is not too large for taxis and staterooms. Eight or ten dresses can be packed into it with ease, and ample space has been arranged for lingerie, gloves, handkerchiefs, and all your accessories.

The covered shoe-case just below it will eliminate the principal obstacle to packing comfortably. Shoes have a special faculty of being in the wrong place at the right moment, but Oshkosh and Gilmore have again worked out a plan that definitely systematizes this difficulty. A hat-box to match is shown in the same group.

The week-end wardrobe case (also shown on page 63) serves a double purpose. It holds garments not needed on the ship, and, at the same time, it is a small and practical piece of luggage for a short visit.

A bag for bottles and toilet things, designed by Gilmore, would be a joy to any one, and, even better, this same luggage-minded gentleman will make up a case to hold your own dressing-table accessories. This, of course, is ideal, for it leaves no need ignored. We show one of the cases at the lower left on page 62, and, beside it, a case for books.

**NOW FOR THE CLOTHES:** This spring, the New York shops have definitely arisen from their vale of depression, and a feeling of luxury and prosperity prevails once more. We were particularly conscious of this in Wana-maker's custom-wear department, Coin de Paris, as boxes from leading Paris dressmakers and milliners were being rushed from the *Île de France*. So perfectly selected was this collection,

both from the standpoint of fashion and wearability, that our entire travel wardrobe was chosen then and there—with less important, but equally smart sports clothes coming from the sports department of the same shop.

The golden rule of a travelling wardrobe might be: Stick to a Scheme. See that the colours blend and that the accessories are interchangeable. Harmony will save you no end of space and time. With this in mind, plus the fact that blue is by far the outstanding colour this spring, we have taken blue for the backbone of our daytime selections.

**IN THE TRUNK:** Looking at the top row of costumes on page 62—the ones that go into the trunk—first, at the left, is a top-coat from Goupy, not too tailored and in a shade of grey that goes well with various blues. It's perfect for travelling, and it can be worn smartly over the nipped-in-at-the-waist suit from Chanel shown beside it—a tricot model in grey, blue, and red.

Next, there's a navy-blue ensemble from Miler Sœurs, with a printed silk dress and a twill coat that can be worn separately. Wherever you go, you'll have lots of use for a costume like this.

A Chanel jacket-suit of blue-and-white herring-bone silk is next in line, just right for street and luncheon wear in Paris (and innumerable other places). The little straw hat worn with it has a bird-like pompon to match perched on at the front.

Growing more formal, we come to a cocktail costume—not too elaborate for the street, but with enough distinction for informal dining. This one is from Goupy, a short-sleeved dress of navy-blue flat crêpe and an alluring cherry silk crêpe jacket with the flare of a lifetime put into it.

The Lanvin dinner-dress—fourth from the right in the same row—has a bit of magic in it, for, when you unbutton the peplum and collar, it becomes a fairly formal evening dress. And for dancing, there is the Alix taffeta frock (shown third from the right)—ever so gay and flattering, with its moulded silhouette and its air of crisp freshness. You can order the three-quarters flared coat (a Bruyère model) in any material you choose and wear it over both dresses.

And finally—to end the evening wardrobe discreetly—there is one of those long-sleeved, high-necked night-gowns that Continental ladies consider so necessary for train use. There is nothing of grandmother's day about this one, however, as it's made of rose georgette or crêpe, and as feminine as can be.

**IN THE CASE:** If you go to Europe, you will probably flee one fine week-end from your "Primitives" and "Anciens Meubles" to a more frivolous life at Biarritz, Le Touquet, or Deauville. Your whole wardrobe for this may be packed into the week-end case at the end of the lower arrow on pages 62 and 63. There's a checked, gored, navy-and-white tweed skirt, two sweater sets (one in light blue and one all-white), two well-cut washable silk tennis dresses (one with a square-cut low back (Continued on page 98)

# Tingling Refreshing Sparkling!

Straight from Paris! Ybry brings you the newest thing in perfumed Eau de Cologne. After your bath, your walk or tennis or tea—try this magic way to freshen up—

EAU de COLOGNE

Les Parfums *Ybry* PARIS · NEW YORK



4 OZ.  
1.10

8 OZ.  
2.00



"LORETTA" hand-mades  
*fit so well!*



NIGHTGOWN  
No. A375

So many hand-made underthings look lovely in the hand, but it's a sadder story when you try them on. With LORETTA hand-mades, however, the story has a *completely* happy ending. You will instantly appreciate LORETTA's deft and delicate hand-work, the luscious pure silks in these exquisite underthings . . . their appealing, latest-decree-of-fashion charm. But it takes trying-on to realize their smooth, figure-flattering lines . . . it takes practical wear and frequent washings to test the precision of cut and finish which assure LORETTA's long and satisfactory service. You will also be delighted at their modest prices: 1.95 to 10.95. Epstein Underwear Co., 105 Madison Ave., New York



SLIP  
No. B334



PAJAMA  
No. P500



PANTIES  
No. C250

Featured at the Finer Shops



GENUINE *Loretta* HAND-MADE  
REG. U.S. PAT. OFF.

... TRUE TO SIZE  
... TRUE TO FORM



## GIVE-AWAYS



There couldn't be any more de luxe sign of devotion across the sea than gorgeous flowers delivered fresh every night of a six-day passage. Max Schling selects them for their lasting quality, as well as their beauty, as you can see by looking above



At the top of the row, left, is a beautiful red box from Dean's, with nuts, steamship mints, ginger, sour lemon-drops, and jams. The boats sail on cakes of Dean's chocolate; the life-savers uphold mirrored match-boxes for use in the stateroom



Next to the top in the row, you see a puzzle board with a zipper cover to hold the pieces in place when you abandon it unfinished. There's a crêpe de Chine travelling-pillow, too, buttoned into a smart case of brown moire. Both are found at Alice Marks



In that terrarium (sphere to you) at the left, you behold one of Max Schling's "Magic Bowls." A superb floral tribute for travel, since the flowers within (of tropical variety) flourish and grow more beautiful during the voyage without the benefit of air or water

English books that have not yet been published in this country make a gift that won't be duplicated. And think of the sense of superiority they give their recipient, if he or she is headed for England. You'll find an assortment of these at the Holliday Bookshop





MARTINUS ANDERSEN

# FOR GO-AWAYS

Those flowers at the top of the page come from Max Schling, in boxes labelled "First Day," "Second Day," and so on. They may range from fragile gardenias through camellias to tiny, enduring orchids, according to what Mr. Schling and the season may dictate



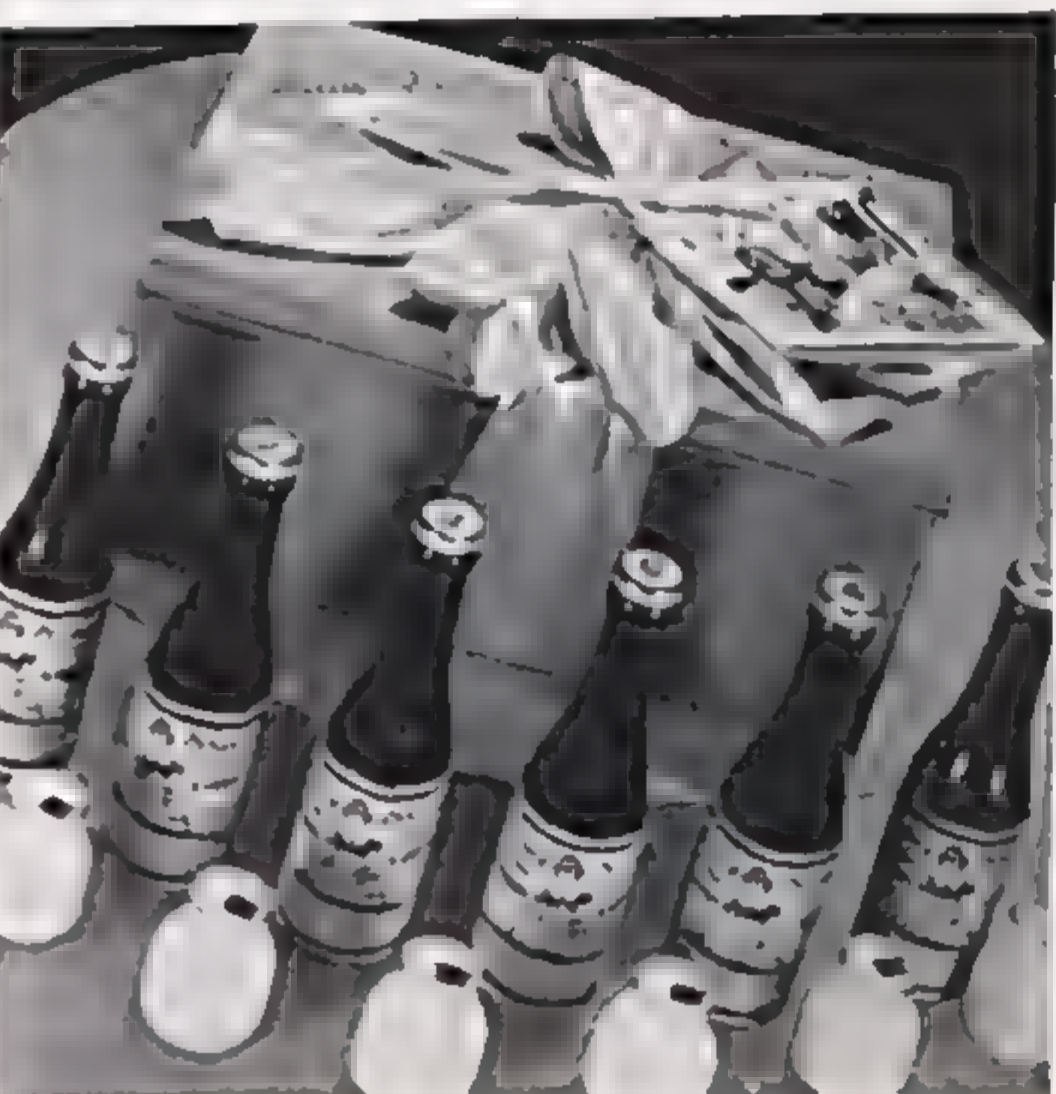
Schrafft's Cruise Box, at the top, at the right, includes such suitable bonne bouches for travelling as chocolate peppermint wafers, mints, Jordan almonds, salted nuts, olives, and potato chips, among other things. The box is brightly striped to add cheer



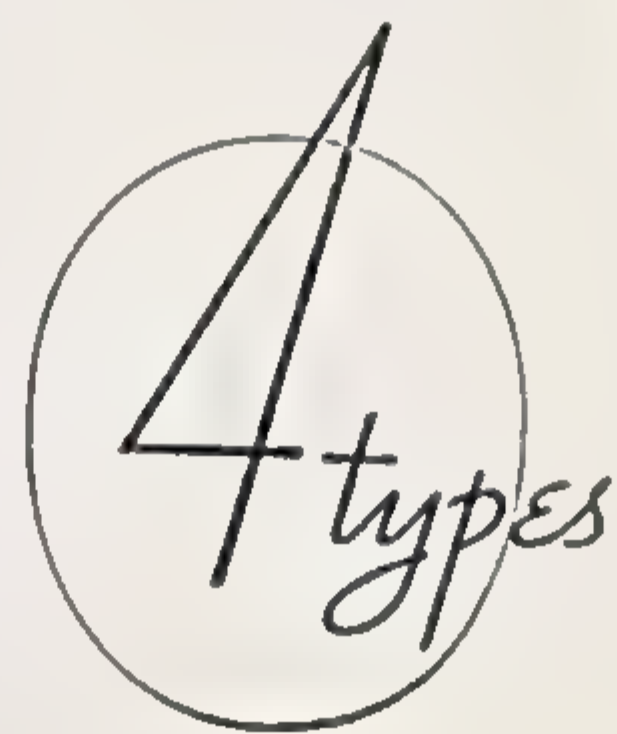
Park and Tilford will do you up a basket of masterful fruits, with other things tucked in for good luck—puzzles and playing-cards to keep you amused, cigarettes, confitures, candies, and very special tea, so that you can have your own brewed on shipboard



Huyler's provides a basket full of practically every kind of mint in the world. Children will love it, but grown-ups will borrow. The little jars are unusual kinds of jams and jellies from Vendôme, both decorative and good for breakfast trays on board ship



Sherry's liquid coffee, in pints or splits, is a superb bon-voyage gift, assuring you of good coffee anywhere. Little pots of cream to accompany it last through the voyage. Sherry's purple boxes containing anything fancy dictates are travel classics



## a sensible, thorough treatment FOR EACH TYPE OF SKIN

Welcome the Beauty Counselor, milady, for the *helpful service* she offers. Her purpose is to help you cherish your skin's perfection. Her privilege is to furnish the pure creams and lotions required for each of the four types of skin.

Sit down with her—in the pleasant privacy of your own home—and consult her skin analysis mirror. Never fear its candor. This mirror will tell you, *precisely*, what type of skin you have. And that, really, will be a priceless boon.

Once you know your skin *type*, sensible skin care becomes delightfully easy. Dry... oily... part dry, part oily... or normal; there's a special Beauty Counselor treatment for each. And how lovely are the results!

Your Beauty Counselor is *trained to know* sensible skin care. So, you may quite eagerly await her visit. But, if she seems slow in coming, the coupon will work wonders.

BEAUTY COUNSELORS, Incorporated



The Hallmark of



Skin Health Service

RUBY REED  
1580 Penobscot Bldg., Detroit, Michigan  
I would like to know what type of skin I have.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

☐ Perhaps you can interest me in Beauty Counselor work.





## Morning



The shoes for sport clothes. Because they are casual, comfortable . . . T-strap in cut, perforated. Because of their leather: that crinkly, easy-to-clean white calf named Mandrucca. (Also comes in tan, in sturdy Norwegian grain.)



## Noon

Trips to town call for smart but serviceable ties. This pair is particularly noteworthy for its coolness and lightness. Perforations, cut-outs, eyelets, are responsible. Done in white Sea Breeze, and black, brown, blue calfskin.

## Night

The slender cut and stitched trimmings of these shoes were designed to flatter an ankle! So from five o'clock on—except for gala galas—let your feet look like this. In blue, black, brown or white kidskin.



Center and lower models have PYRAHEELS, using Dupont's new scuffless heel-covering.



# Stetson Shoes

Morning, noon, and night, smart feet appear in Stetsons. Let yours take you to one of these good shops. (Men's Stetsons are sold there too.)

ALBANY, E. A. Beaumont Co., Inc.  
ALTOONA, A. Simon & Co.  
BALTIMORE, O'Neill & Co., Inc.  
BINGHAMTON, Parlor City Shoe Store  
BOSTON, Jordan Marsh Co.  
BOSTON, Stetson Shoe Shop  
BROOKLYN, David Heller  
BROOKLYN, H. Triebitz, Inc.  
BROOKLYN, Harry Sachs  
BUFFALO, The Buffalo Stetson Shop  
CANTON, Horton's, Inc.  
CHICAGO, The Stetson Shops  
Dearborn at Adams, and  
59 East Randolph Street  
CINCINNATI, Stetson Shoe Shop, Inc.  
CLEVELAND, The Cleveland Stetson Shop Co.  
COLUMBUS, The Holbrook Bootery Co.  
DAYTON, The Harry L. Buck Shoe Co.  
DECATUR, Raupp & Son  
DENVER, Daniels & Fisher Stores Co.  
DERBY, Hubbell Bros.  
DES MOINES, Wiltsey's Shoe Shop, Inc.  
DETROIT, Berke's Boot Shop

ELMIRA, N. Y., Gosper-Kelly, Inc.  
FLUSHING, L. I., Harry Sachs  
GREENWICH, Favorite Shoe Store  
HARTFORD, W. G. Simmons Corp.  
KANSAS CITY, Will M. Brown, Inc.  
LA CROSSE, Baker & Steinbauer  
LANCASTER, PA., Schaub's Shoe Shop  
LINCOLN, NEB., Miller & Paine, Inc.  
LOS ANGELES, The Stetson Shop  
MADISON, Huegel-Hyland Co.  
MASON CITY, IOWA, Laird Shoe Co.  
MIDDLETOWN, N. Y., B. F. Van Sickle  
MILWAUKEE, Stetson Shoe Shop, Inc.  
MINNEAPOLIS, Standard Clothing House, Inc.  
MOLINE, Schwenker & Mouglin, Inc.  
NEWARK, Stetson Shoe Shop  
NEW YORK, Stetson Shoe Shops, Inc.  
239 Madison Avenue  
15 West 42nd Street  
153 Broadway  
NEW YORK, Swarts Shoe Shop  
NEW YORK, N. Ostrow  
PHILADELPHIA, Norcross & Abbott, Inc.

PITTSBURGH, Stetson Shoe Shop, 518 Wood St.  
PORTLAND, ORE., The Stetson Shoe Shop  
PUEBLO, Crews-Beggs D. G. Co.  
READING, Kathryn M. Anderson  
ROCHESTER, MINN., Baker & Steinbauer Shoe Co., Inc.  
ROCHESTER, N. Y., Park-Brannock Stetson Shops, Inc.  
RUTLAND, VT., Wilson Clothing Co.  
SAGINAW, Kuiper Bootery, Inc.  
ST. LOUIS, Hutcheson Shoe Co.  
SALT LAKE CITY, The McKendrick Shoe Co.  
SAN FRANCISCO, Frank Werner Co.  
SEATTLE, The Stetson Shoe Shop  
SPRINGFIELD, ILL., Reich Shoe Shop  
SPRINGFIELD, MASS., Stetson Shoe Shop  
SYRACUSE, Park-Brannock Co.  
WASHINGTON, D. C., The Stetson Shoe Shop  
WATERTOWN, N. Y., E. P. Ellitharp, Inc.  
WICHITA, KANSAS, Jones-O'Neal Shoe Shop  
WILKES-BARRE, PA., Walter's Shoe Store  
YONKERS, J. Cantor

THE STETSON SHOE COMPANY, Inc., South Weymouth, Massachusetts

## NORTH CAPE ODYSSEY

(CONTINUED FROM PAGE 69)

thus eliminating the speculation that usually goes on as to what the various stripes mean on officers' sleeves. After this meeting, every one knew to whom he should run if he wanted to ask when the iceberg zone began, how far our dollars would go in Norwegian crowns and Finnish penni, and how to get rid of our aches and pains (always caused by the *smörgåsbord*, of course,—never by the schnapps and Swedish *punsch!*). We were also introduced to the cruise committee—hostess, assistant hostess, and other titled personages, such as the editor of our newspaper. He, by the way, was Russel Crouse, and what a joy it was to have a real editor get out a ship's newspaper after the terrible stuff that one usually encounters in mid-oceanic journalism. Ralph Pulitzer being on board, he offered as a feature for the paper his special Pulitzer prize. It was won by young Oren Root, junior, (an extremely well-written little piece describing an organ recital and vesper service that he had heard the afternoon he visited the imposing Norwegian Cathedral at Trondhjem). As one of the prize committee, I suggested that we should at least give poor Edna Ferber an honorable mention.

At this same big meeting, the various committees were formed—such as sports, bridge, and press. No one had to join a committee who didn't feel so inclined. They were mostly made up of the younger set. Those who did join up, however, found the meetings were quite painless, champagne cocktails being supplied by the ship.

Though I have stressed the point of leaving people alone don't think that there wasn't plenty going on. The sprinkling of debutantes, college boys, and schoolgirls aboard made for continual amusement. The band was worthy of a night-club off Park Avenue, and, as a matter of fact, you might think you were actually at one if you looked in the ballroom any night and saw Polly Abbott, Mildred Nicoll, the Root boys (Elihu, third, and Oren, junior), the Baltimore belle, Angela Hilgenberg, and the California heiress, Dorothy Spreckels.

### MASSAGE VERSUS SMÖRGÅSBORD

Every one has his or her pet ship, and you often hear people rave over the *Rex*, the *Ile*, the *Manhattan*, or the *Bremen*. But, as I look back on the cruise, I think its charm was due, not just to the passengers and ship itself, but to a lot of miscellaneous things. For instance, and don't laugh—the importance given to massage. (I happen to be one who, if the purse could stand it, would be punched and pummelled every day by a Swedish masseur.) In New York, I can afford such a luxury only occasionally, but, on the cruise, there were four masseurs and four masseuses, and a massage from those skilled hands was a massage: forty-five minutes for a mere dollar and one-half. Believe me, you needed the electric cabinet, the steam-rooms, and Swedish exercising contraptions that preceded the massage, to combat the havoc wrought by the six daily meals, the last being that devastating *smörgåsbord* table that appeared along about midnight. But more of that anon.

Marc Connelly and I found ourselves on adjoining massage tables every evening at six o'clock. Connelly offered his masseur an extra dollar tip for each pound he got rid of.

Then, there were those cocktail parties. Each night, some one gave one, and you would often find yourself asked to several, held in different parts of the boat. You see, the whole ship—first, tourist, and third class—were all thrown into one for the cruise. So there were spots for parties from bow to stern. You sometimes found yourself dashing from one to another, as if you were going from Central Park West to the East River (slightly exaggerated—but you get the idea). It was nice to find that the canapés served at these parties showed originality and were not just the usual cut-and-dried variety one is so apt to find. For instance, Edna Ferber had tiny Welsh rarebits served at one of her parties. Mrs. Burgess Gurnee served Swedish (pink) caviar, and, at another party, there were lobster claws stuffed with meat and mayonnaise.

### NAUTICAL FARE

Now that I have arrived at the subject of eating, I shall go further. One reason why I am so sold on Swedish cuisine is that it includes the good points of cooking from so many countries. Of course, the first thing one thinks of about Scandinavian food is the *smörgåsbord*—a glorified "hors-d'œuvres." It is a subject in itself, and whole books have been written about it. In fact, one has just been published, "100 Recipes for Swedish Smörgåsbord," by Mrs. Akerstrom Soderstrom, a grand book to read if you want to spring some surprise for your next platters of hors-d'œuvres and canapés.

The groaning table which was set up nightly on our cruise was simply amazing in its infinite variety. Time and time again, I would swear that, after the dinner I had downed, no more food would pass my lips until luncheon the following day. Then, as I eyed the *smörgåsbord* table to marvel at its delights, one of the chefs would lure me to try a bit of prawn in aspic, egg stuffed with caviar, or some new tidbit, and—of course—I fell. To see the passengers lined up at the table, one would suppose they were waiting for their first meal of the day. When confronted with a dull menu in a restaurant, I often recall the succulent lobsters that came aboard all down the Norwegian coast, likewise the strawberries and raspberries (apparently their seasons are the same in Scandinavia), served with cream as thick and sweet as the kind France gives you. And the salmon—so plump, so tender that it's no wonder Englishmen often go to Norway to catch them. The salmon was especially good at a tiny railroad restaurant perched on top of a four-thousand-foot mountain at Bjorli, Norway. It was boiled and served with a sauce which was a mixture of sour cream and horseradish. Have you ever had fresh herring with raisin sauce? It was a specialty one day on the ship's menu (and I soon learned always to order the chef's suggestion). If you can get fresh herring, try it (Continued on page 94)



IN YOUR MIRROR...SEE THE BEAUTY THEY CREATE!



Marie Earle Essential Cream—famous two-purpose Cream gives your complexion truest cleanliness, a smoother texture; various size jars: \$1 to \$5. Cucumber Emulsion—cool and creamy, aids skin to absorb lubricating oils: \$1 to \$3. Soothing Freshener Lotion—for dry skins refreshes, tones, stimulates without drying the skin: \$1 to \$3.25. Almond Astringent—for average skins tones, closes the pores; enhances youthful texture: \$2.25, \$4.25. Face Powder—velvet-soft, fine, adhering; seven superb skin tones, including the newest, "Soleil"; \$1.50 and \$3. Double-Compact—gold-toned, with old-ivory-effect inlay and flanges: \$2.50.

The clear, vital charm which these Marie Earle Creams and Lotions give your face is not a transitory thing—nor is their use just a pleasant, fragrant ritual effective for the day only! Marie Earle helps you to a constantly-growing loveliness, based on an improvement in your "under-skin" health. Marie Earle's superior ingredients, scientifically prepared with great skill, coax the circulation into a brisker activity—revitalizing tissues; creating firmer facial contours. You can read the thrilling truth in your mirror! Notice how your skin grows clearer, with

a fresh, fine-textured beauty—petal-soft, exquisite! And, while you'll choose Marie Earle preparations for the satin perfection they bring your skin, you'll also be delighted with their gay new caps and covers, their decorative new labels—which make these beauty-bringers at once recognizable, in the better shops.

Marie Earle

Salon for Superior Facial Care, 714 Fifth Avenue, New York



New!

TO NORMALIZE DRY SKINS — NURIMOR

This very rich new Cream gives a softening, suppling effect—lessening the depth of lines and wrinkles, greatly improving the skin tone. The rapidity and completeness of its absorption by the skin approach a degree hitherto never achieved. 2 oz. jar, \$5





TAILORING TELLS ITS TALE OF CHIC  
IN THESE SPORT FROCKS OF GENUINE

*Lorraine Shir-O-Shakkar*

THE

AMERICAN GOLFER \$6.50

Comfortably cool and fashionably smart, these frocks combine  
high style with practical features for the most strenuous days.

• Universally accepted by the country club set everywhere.

So easy to plan an entire wardrobe.

*Tubs without ironing...won't shrink or fade. The pleats in sleeves, skirt and blouse permit loads of freedom. • The blouse with "ted bottom" means greater comfort. • Sizes 12 to 40. • The name Lorraine warrants the fabric integrity. • The AMERICAN GOLFER frock is obtainable generally at the smart store in your community. • Send for folder showing reproductions of new patterns and name of merchant nearest to you.*

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*The*  
**American Golfer**  
REG. U.S. PAT. OFF.  
OF GENUINE LORRAINE  
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& Kent, Buffalo • Woodward & Lothrop, Washington, D. C. • Desmond's, Los Angeles • J. L. Hudson  
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T. A. Chapman Co., Milwaukee • John Taylor D. G. Co., Kansas City • Haas Bros., Omaha • Roos Brothers,  
San Francisco • Frederick & Nelson, Seattle • Loveman Joseph & Loeb, Birmingham • Flah & Co., Syracuse

## NORTH CAPE ODYSSEY

(CONTINUED FROM PAGE 92)

some day as a fish course. (Incidentally, for the benefit of those who live in New York, the places to find Scandinavian specialties for the table are along Third Avenue in the Forties and Fifties. An especially good one, my Swedish friends tell me, is Philip Johnson, 554 Third Avenue.)

With all the caviar, lobster, game, and other delicacies at our beck and call, it was amusing to find that two of the things which our table most relished were from the bill-of-fare of the crew. Alison Smith, who had crossed on Swedish boats often, relayed the news that it was customary to serve the crew meat-balls on Tuesdays and a yellow bean soup on Thursdays. Both of these, she said, were "something." After we had discovered how right she was, our table steward was instructed to serve these dishes in lieu of any other *plats du jour* that might be featured on the menu.

Other things, non-gastronomical, that I like to think of on the cruise were the little white tenders. They were lowered so efficiently and dashed back and forth between the harbour and ship so smartly with their blue-and-yellow Swedish flags waving in the breeze! The sailors who manned them looked like Vikings as they stood on the bow, plowing through the blue Scandinavian water. One of my biggest thrills was the evening we anchored off the North Cape. Discouraged at first, because the sun wasn't out, I decided the scene was all the more Wagnerian with the low clouds scurrying across the majestic rock which is the Cape. As a perfect accompaniment, our orchestra had chosen to play a Wagnerian program during dinner. I ate very little. It was too tempting to rush to the port-hole. I was sure I would see Brunnhilde standing on the promontory as strains from "Die Walküre" floated down from the band's balcony in the dining-room.

### THE MIDNIGHT SUN

The midnight sun was, of course, one of the most sensational "features." But it was so tremendous that it is beyond me. I'll leave that description to burst on you from one of my literary confrères who can do it justice. The fact that I couldn't sleep night after night didn't worry me a bit, although at home I would have been jittery and screaming for a bromide. If I turned in at one or two in the morning and found I couldn't sleep because of the daylight—or the thought that I was missing some gorgeous fjord—I simply threw on a polo coat over my pyjamas, said "to hell with sleep," and went out on deck. Not on the passenger deck, but way in aft—off my C deck cabin. Here, one could drink in the scene undisturbed. One morning as the watchman came by me on his rounds, he eyed me sceptically for some time, and when I asked him if there was anything on his mind, he said he was afraid I might be contemplating suicide. But I told him that the world at that point was too beautiful to part from, and he finally went on his way, leaving me to my reverie.

Although I was on the cruise four weeks (I left it in Stockholm), I actually spent a great many hours on land. Now, when I am bored—on the sub-

way or railroad journey—I think back on the various shore excursions and try to forget my immediate surroundings. These are the things that come to mind: Lyngenfjord, our first stop at a fjord. We went ashore after dinner, and how good it was to smell those Norwegian wild-flowers and feel the good earth under our feet as we walked a mile or so to visit a real Lapp colony. For a week, the scenery all down the Norwegian coast was so magnificent it awed. Really, I mean it. At the end of seven days, after so much grandeur, it was a relief to see the windmills studding the flat, agricultural land of Denmark and Sweden.

### MORE PLEASANT MEMORIES

But though you may have felt a surfeit of fjords, they are not to be missed, and Norway more than lives up to those posters and photographs you see displayed in travel agencies. Some evenings after dinner, when the towering walls of the fjords made the air chill, we would view the scene fortified by the pet drink of Knut, the bartender—hot rum toddies. I sometimes wonder if it were those or the double kummels or the Swedish *punsch* which made the fjords seem so impressive. But no, I raved just as much in the morning when there was only black coffee in me.

Other counter-irritants for the subway are thoughts of Norwegian ports of call. Trondhjem, where we ate strawberries and drank port on the roof of a charming country hotel a few miles outside of town, a hotel which in winter is a Mecca for skiers from all over Scandinavia. And that Hanseatic Museum—a little gem with its collection of fascinating Norwegian peasant furniture and handicraft. Swartisen, the peasants in colourful costumes—not just for us, but for every-day wear. And that tiny village of Merok where we anchored one night. This place, our lecturer ("Rosie" MacDonald, who gave us a simple talk before each stop, telling us what to look out for) described as "wistful." At the time, I thought it was rather an affected way to put it, but Merok is just that. There is a hotel there which I have in the back of my mind as a perfect place to go sometime when I want to get away from it all.

It was from this spot that we set out for an all-day motor drive, which proved to be easily comparable to the Grande Corniche or the Amalfi Drives. But, in Norway, we had fjords instead of the bays of Italy, glaciers instead of the Maritime Alps. The line-up of motors which were to take us over the tortuous road looked as if it had come from a 1915 auto show. But, though the cars were old, they were in true Scandinavian fashion—in A-1 order, and the chauffeurs were expert. All spoke of how cautious and clever they were at manoeuvring the hairpin turns.

Then, there was that nice little resort called Balholm. This was a stop not scheduled—a surprise sprung by the Captain. Balholm is in one of the southernmost fjords and used to be a favourite summering place of the Kaiser. One night at dinner, it was announced (Continued on page 96)





A NEW ROUGE

*Like color under your skin!*

The new Houbigant Hand-Processed Rouge gives you the completely natural effect of color *under* your skin . . . not of make-up applied to it!

Hand-processing — making and baking each cake individually, without pressure — results in an entirely different rouge-texture. Its feathery-fineness yields color that blends perfectly, smoothly, flatteringly. And *it lasts* . . . a touch in your boudoir gives you unfading rouge-rightness for hours.

The shades, created by Houbigant, are delicate, pastel-soft tints — a welcome relief from garish make-up, and much more true to your needs.

Make your personal selection at better department and drug

stores, from the mirror-stand illustrated below. You need pay only 75c for Houbigant Hand-Processed Rouge; its dainty box holds three times as much rouge by actual weight—and contains a silk-velvet puff for perfect results!

#### HOUBIGANT "DULL FINISH" FACE POWDER

There's a temptation to buy "bargains" in ordinary face powders — perhaps it has kept you from the *one* face powder that really ends unlovely shine. Try the Houbigant *Dull Finish* now—and meet a revelation! The 55c demi-size is an inexpensive introduction; the regular "flower-basket" box is only \$1. Choose either, fragranced exquisitely with world-famous *Quelques Fleurs* or *Le Parfum Ideal*.

See this mirror-stand on store counters

HOUBIGANT

H A N D - P R O C E S S E D R O U G E





## Some like 'em cork tipped



## Some like 'em plain



## Spud now has both



**SPUD** MENTHOL-COOLED CIGARETTES **15<sup>C</sup>** FOR 20  
25c IN CANADA

THE AXTON-FISHER TOBACCO COMPANY, INCORPORATED, LOUISVILLE, KY.

## NORTH CAPE ODYSSEY

(CONTINUED FROM PAGE 94)

that we would take our dance band with us and go ashore for a little run. On land, the news spread fast, and the natives came for miles in order to dance and listen to music such as they had only heard before on American phonograph records.

### WE CRUISE ALONG

Oslo, if it gave nothing else, will always be remembered for that marvellous Viking ship which has been so carefully preserved. And Visby—what a charming Baltic island that is, only an hour by air from Stockholm. Roses and ruins everywhere and a balconied hotel on the beach where I could be happy for weeks. No bath-houses there—you literally hang your clothes on a limb (not hickory, but pine)—ladies in one section of the woods and gents in another. Our young girls were fascinated at the discoveries they made in the matter of Swedish underpinnings which they saw draped about the trees. In fact, it was at the Visby beach that one débutante saw her first pair of Mae West corsets.

Helsingfors surprised us with its modernity and colour. I had pictured it as a dour, drab place, but actually there are lots of gay little gardens and parks and outdoor cafés with bands. Altogether, a nice surprise—at least for a day's stop. As to Russia, how can one, in a few words, possibly squeeze in the impressions that rush at you even on a mere four-days' visit. Two days in Leningrad, two in Moscow—but you'll never forget them. The U.S.S.R. is a thrilling, vital experience. You will be perfectly comfortable except for flies and perhaps a bumpity wagon-lit, and you will eat pounds of the kind of caviar for a mere dab of which, at home, you pay

and pay: big, round, separate grains.

No matter what you think of the Russian experiment, you shouldn't miss it. And how you will appreciate capitalism when, after Leningrad, you land in beautiful, spotless Stockholm. There's a thrill for you: that entrance to the Swedish capital as the boat winds its way for three hours through a mass of lovely, wooded islands that dot the Archipelago. Sturdy bathers on the beaches before their red-painted villas wave at you, and, as you near Stockholm Harbour proper, all sorts of official craft come rushing out to meet you. Whistles screaming, flags flying everywhere—for Stockholm rarely sees her Atlantic ships whose home port is Gothenburg.

### CONCLUSIONS

Since I have returned, I have run into many people who have been on cruises to the Mediterranean and around the world—people who are as enthusiastic as I am about my own particular jaunt. I believe all this talk about the "type of people who go on cruises" is a lot of poppycock. How about those you see at the hotels of our big resorts? You don't play around with all the guests you run across at Palm Beach or White Sulphur. Nor do you pal up with all the specimens encountered at your hotel in Deauville or Cannes. You have your own circle. And so do you on a cruise. It isn't true that "on a ship you are so confined you can't get away from people." The falsity of this cliché was brought home to me forcibly, for, after leaving the cruise, I have met ten different people who were on the same trip with me for over four weeks—yet I never remembered seeing them aboard. Nor had they ever seen me!

## STONE AND STUBBLE

(CONTINUED FROM PAGE 67)

nor its linear cruelty. On the contrary, he endows it with an almost intimate charm not always apparent to its jaundiced and overworked inhabitants. Not that the picture on page 67 could be exactly called a garden-spot; but it has a humanity which the other city-scapes conspicuously—and intentionally—lack.

### GALLERY ADDENDA

- We have passed over the Goya exhibition at Knoedler's not out of negligence, but out of diffidence. It seemed, somehow, presumptuous to include the work of so great a master in so casual a commentary as this must be. But rather than omit entirely an important event in the art life of this town, suffice it to say that the Spanish painter revealed new glories to most New Yorkers, who had thought of him heretofore either as the grim and violent recorder of war or the bold portraitist of bold Spanish women. The new aspect lay in his portraits of children—so tender in form, so luminous in colour that you could hardly believe that pigment had gone into their making. There's an immortal for you.
- Arundell Clarke, Ltd., that source of beautiful fabrics, lived up to its

lodging in the British Empire Building by giving an exhibition of modern English (and European) paintings. The chief moral drawn was that Surrealism has hit England full in the face. The only artist who, to this reviewer's eyes, has recovered from the blow was Edward Wadsworth, whose clear, cold designs please in spite of themselves. The rest are still foundering in space and time and an expression quite alien to them. Little blobs of colour, little swipes of line . . . Whither Mankind?

- An amusing exhibition, which opened too late for us to see and report for this issue was at the Julien Levy Gallery, where the faces of forty-seven "Women Prominent in Fashion" were displayed in photographs by Wynn Richards. Our own particular contingent was Edna Woolman Chase, Editor of Vogue, and R. Sigrid Grafstrom, whose drawings are a large part of this magazine's beauty. And the other moulders of modes and manners in this country ranged from Lois Long and Alice Hughes to Mary Lewis and Dorothy Shaver, the vice-presidents, respectively, of Best and Lord and Taylor. A powerful array, if ever there was one.

MARYA MANNES





Body by Fisher

## Possession . . . Makes the Heart Beat Faster ♦ ♦ ♦



BUICK this year is widening the tremendous favor it holds with people who live in the modern manner. Its beauty, its luxury,

its air of quiet sophistication, are in their language and their mode, as its sturdy dependability and mighty performance are in the universal language of motoring.

In today's Buicks, engineering creates a different and finer kind of motoring—the Buick kind. It adapts Knee-Action wheels to Buick's own requirements for the gliding ride.

But it doesn't stop there. It goes all the way to

the gliding ride as only Buick gives it. It builds in a new balance of weight and springing, and a new ride stabilizer; it equips with new air-cushion tires.

Then it provides center-point steering for your greater surety of control; vacuum-power brakes for your greater safety; automatic starting and other operations for your greater convenience and ease, and your car's increased efficiency.

In less than an hour you can learn why Buick is cresting the flood of popularity—and discover that just the thought of possessing it for your own makes your heart beat faster.

# • BUICK •

WHEN • BETTER • AUTOMOBILES • ARE • BUILT — BUICK • WILL • BUILD • THEM



## SHOP-HOUND

(CONTINUED FROM PAGE 82)

romantic time—my advice is to go the limit). But I do know that you plan such a well-stocked Hope Chest that you want to make a little saving here and there, so you may go *berserk* in satin, chiffon, and lace. Here is my find. Pull up at Altman's, take the lift to the second floor, and demand to see Shop-Hound's find for the Hope Chest—an ensemble like this: luscious, pure dye silk, encrusted—that's the word—with hand-done embroidery in Dresden colours and edged with hard-to-do hand-done scallops. A nightgown (about \$7); a bed-jacket (about \$5); step-ins (about \$4); and pyjamas (about \$11). This is an ensemble that is destined to shatter whatever outward calm you still possess.

• Herewith, my vote for the Gadget Superb of 1934: the corsage pin that makes life almost *too* simple. There is really nothing to it, and if only I'd thought it up first. . . . But, I didn't, of course. A bright young man—a pearl expert—did. In his off moments from enticing the wily oyster to grow bigger and better pearls, he was wistfully remembering the dear, dead days when he had the habit of sending flowers to his lady fair—only to see her ruin her gown when she used the usual clumsy pins to anchor them to her chest. Suddenly, he had an idea for a lovely pin. The two loops will secure beyond spilling or sagging any flower from orchids to sunflowers, to say nothing of the truly ingenious ways it can be used to fasten a scarf. It is made in a variety of metals, with or without diamonds, and can be had for the asking—and not too much money—at Udall and Ballou's.

• Breathes there a girl with soul so dead who never to herself has said—I want a bigger and better bag? Her longing may be appeased at William Nibur, 669 Madison Avenue. What that individual can do about commodious bags is everybody's business. His latest contribution to the joy of life is done in pigskin with pockets, cubby-holes, niches—a place for everything from your lipstick to your overshoes. It abounds in space, chic, and ingenuity, and costs about \$35.

• Berets—they'll never lie down and admit defeat. We think we've killed them off—but back they come. The eternal resurrection, I'd call it. Fanny and Hilda (501 Madison Avenue) knew that all along, and have always been ready to satisfy your beret cravings. One of their berets is made of star-spangled navy-blue taffeta with a criss-crossed peek-a-boo arrangement to crown your crown. Another is their own interpretation of Descat's beret that swoops and swirls in a mad way. There is a baby-bonnet that only hints of its source—it's more like a halo, but above all things is *not* demure. There's their own interpretation of Maria Guy's Chinese beret, of shiny black straw cloth trimmed with white gros-grain, just the right dimensions for chic and wearability. Of course, if you feel gay and blithe, they'll do you up proud in silly sailors or cart-wheels, but when you see their berets, you will think as I do—long may they live. (Prices from about \$18.50.)

• After all, good taste is something to sing about, and at Maison de Linge (844 Madison Avenue) good taste is the theme song. You are safe in their hands. You may think that the Maison de Linge is a shop to approach on tip-toe and with whispers of awe; but that's all wrong. Mr. Buxbaum, a kindly soul, combs the world with an eye to charm the fabulously rich with silken sheets and gossamer linens, but also with a thought for us mere mortals of less lavish purse. I came across a table-cloth that would win you a crown of laurel as a perfect country hostess. It has a restrained peasant look and is of heavy cream linen with widely spaced stripes in clear, bright blue; or, if you have a hankering for red, there is that giddiest colour of all woven into the same stripes on the same beautiful heavy ground. (About \$12.50, with six napkins thrown in.) Of course, this shop still has that classic, charming in any casual country (or city) bedroom—the seersucker bedspread with tremendous blisters, in cool pastels and made even cooler by a huge monogram of white sateen. The single size costs about \$5.75; the double about \$6.75.

• “Oh, for something to keep my waves permanent and my husband permanent, too!” cries the modern woman. I've found it. Maria Constantine, that cagey milliner (7 East Fifty-Fourth Street), has invented and patented what she calls the Juliana cap—a becoming what-not of peach coloured net and Lastex that rests firmly, but lightly on your waves, making an alluring halo and doing a grand job in a frivolous way. Altman has it for about \$1. Remember—this is no boudoir cap, but a working member of the Beauty Squad.

• Your faithful cur has incurred some important initials to write after her paw-print—F. C. F. T. F. (Foot Comforter for the Fair). I padded into Altman's the other day, smiling bravely, and, I thought, looking debonair. I was asked, “Do your feet hurt?” How did they guess my secret? I admitted the sad impeachment. They took my feet in hand and taught me things I should have learned along with the secrets about the birds and the flowers. Your feet don't need to hurt—because there is a shoe called Pomander Walk, which cradles your foot with the tenderness a wine-maker gives to his prize vintages. These shoes smooth themselves over your instep like Devonshire cream around a strawberry, cool your pedal extremities like a champagne cocktail—and all of this with none of the style left out. High heels cease to be forbidden fruit by your podiatrist. They even lull your instep to peace and rest in an open-shank sandal. Wear them all day, dance in them all night, and watch the furrow between the eyes smooth out. The price for all styles is less than \$14 a pair. At Altman's only in New York.

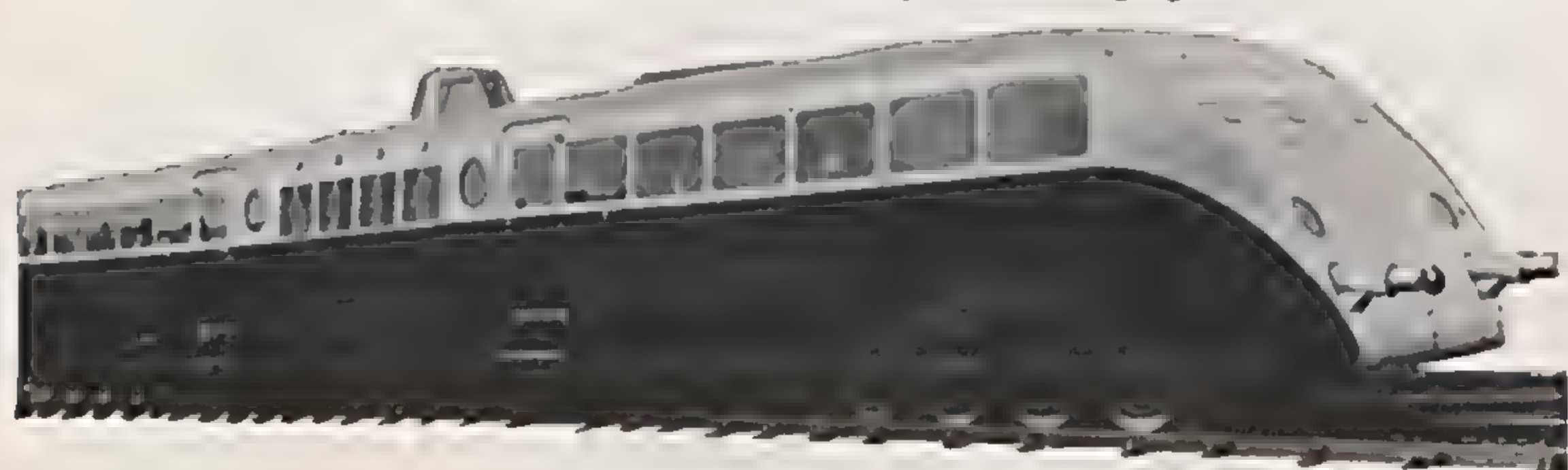
• We all own a Panama hat, and we all know that, when summer comes, there is nothing more cool or wearable. Maybe yours was brought to you on a gilded platter from Paris, or maybe you yourself culled it from one of those (Continued on page 98)



Railways of

FRANCE

*Any home is a dull summer resort . . . we are all gypsies and vagabonds at heart . . . visit France and make the old world your own . . . outdoor and social activities are numerous . . . gay casinos, opera, tennis, golf, polo, horse racing and salmon and trout fishing* ▲ After graduation, bring the children's text books to life . . . let them see with their own eyes the realization of those classroom dreams . . . Jeanne d'Arc becomes more than a legend from the past as they tread the streets of Rouen and Amiens . . . a visit to Poitiers, the scene of the historic triumph of Charles Martel, bulwark of Christianity against the Saracen . . . many French Universities have special summer courses for American students ▲ The Spas of France lead the world in health-restoring properties . . . medicine out of the earth, the sky, the sea makes getting well a pleasure ▲ Meadows, orchards and fragrant woods await you . . . no place on earth presents such beautiful landscapes . . . dotted with little inns and great hotels where the premier cooks of the world reign supreme ▲ Railway tariffs are extremely low with no sur-charge on fast trains . . . your local travel agency will help plan an itinerary.



610 FIFTH AVENUE, NEW YORK



# Lines start below the surface in your under skin

*Dryness* comes in  
your outer skin ..

Each Skin needs its own Cream

## THE APPLE TELLS HOW WRINKLES COME



**Smooth—Glossy**

1 At its peak, the inner and outer skins are both firm and smooth.



**Soft—Spongy**

2 A little past its prime, the inner tissue of the apple has shrunk.



**Wrinkled—Discolored**

3 The outer skin wrinkled to fit the shrunken under skin. This happens in human skin!

THE TRUTH IS—lines and dryness have nothing to do with each other. Each has an entirely different cause. And each starts in an entirely different layer of your skin.

The outer layer—the one you see—is very thin. Heat, cold, wind, even make-up, dry the moisture out of this skin.

And that is where *Dryness* comes. You can avoid it with a cream made just for this Outer Skin. Pond's Vanishing Cream guards the surface of your skin—and puts moisture back into it.

It's a greaseless cream. You can use it by day and at night without fear of oiliness.

But *Lines* have their cause deep down in the under skin, when the oil glands there fail to pour out beauty oils. (The apples in the illustration above show you how.)

To keep this under skin full and firm, you must use a deep, penetrating oil cream—Pond's Cold Cream. This soft melting cream is a wonderful cleanser. And it supplies the under skin with just the oils it needs.

THE WAY TO USE these Two Creams is called the Pond's Two-Skin Beauty Treatment. Here it is, as MISS WHITNEY BOURNE describes it—

1. "Last thing at Night, I cover my face with this luscious Pond's Cold Cream. It picks up every particle of dirt and make-up. I use Pond's Tissues to take this first coat of cream off. Then I do the same thing all over. Sometimes I change off and



UNDER SKIN

OUTER SKIN



Miss Whitney Bourne

of New York, accorded the most beautiful girl of last winter's brilliant season, guards her exquisitely fair skin with Pond's Cold and Vanishing Creams. She says: "Two different creams are absolutely necessary."

use Pond's Liquefying Cream . . . it's new. But the Cold Cream is my steady diet.

2. "After that, I smooth on Pond's Vanishing Cream, and leave it on overnight to soften my skin.

3. "Next Morning, and during the day, I cleanse my face well with my Pond's Cold Cream and

**For Your Under Skin**—Pond's delicious oil-rich Cold Cream you have known for years. Or, the quicker melting new Pond's Liquefying Cream.

**For Your Outer Skin**—Pond's Vanishing Cream. Greaseless. Corrects dryness. Holds powder for hours.



then put on Pond's Vanishing Cream. I put it on my neck, arms and hands, too. And it's an excellent foundation. Powder stays for hours."

Isn't it simple? And logical? One cream to stay on the surface of your skin. Another cream to go deep and help the under skin. If you have been trying to get along with one cream only, just try this Two-Skin Method for a few days—and see your skin grow soft and fine—smooth.

## SEND FOR SAMPLES

POND'S EXTRACT CO., Dept. E, 56 Hudson St., New York City  
I enclose 9¢ (to cover postage and packing) for samples of all Pond's Creams and six different shades of Pond's Face Powder.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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THE GOOD

# Companion

Among those whose standards demand more than superficial merit, the distinguished quality of DIXIE BELLE Dry Gin is a revelation. Such refinement of bouquet, such gracious smoothness, such readiness to merge discreetly with your chosen cocktails and highballs, are instant tokens of a gin of the highest character . . . "Distilled by Continental."

*Also distillers of Sweep Stakes, Snug Harbor and Envoy  
Club Blended Whiskies and Cavalier Distilled Dry Gin*

CONTINENTAL DISTILLING CORPORATION, Philadelphia

This advertisement is not intended to offer alcoholic beverages for sale or delivery in any state wherein the sale or use thereof is unlawful.

# DIXIE BELLE

DISTILLED DRY

## Gin





# SOCIETY

## BIRTHS

### NEW YORK

**Bogert**—On April 1, to Mr. and Mrs. Edward O. Bogert (Elizabeth Wood), a daughter.

**Burnham**—On April 3, to Mr. and Mrs. Douglass O. Burnham (Virginia G. Schroeder), of Huntington, Long Island, a son.

**Collins**—On April 3, to Mr. and Mrs. Hugh Gawtry Collins (Frances O. Fisher), a son, Dennis Gawtry Collins.

**Marston**—On April 15, to Mr. and Mrs. Edgar L. Marston, second, (Florence S. Carr), a daughter.

**Noble**—On April 9, to Mr. and Mrs. Francis O. Noble (Camilla L. Edwards), a daughter.

**Prime**—On April 9, to Mr. and Mrs. E. Gardner Prime (Evalyn Dun Douglas), of North Stamford, Connecticut, a son, William Gardner Prime.

**Schroeder**—On April 2, to Dr. Henry A. Schroeder and Mrs. Schroeder (Jessie F. Keena), a son.

**Stillman**—On April 13, to Mr. and Mrs. Charles L. Stillman (Frances D. Johnson), a son, Charles L. Stillman, junior.

**Street**—On April 4, to Mr. and Mrs. Julian Street, junior, (Narcissa Vanderlip), a daughter.

### BINGHAMTON

**Johnson**—On March 30, to Mr. and Mrs. Frank Johnson (Jane Twining), a daughter, Anne Twining Johnson.

### COLUMBIA, SOUTH CAROLINA

**Dial**—On March 17, to Mr. and Mrs. Charles Inglesby Dial (Dorothy Geer), a son, Andrew Geer Dial.

**Gaillard**—On February 18, to Mr. and Mrs. Richard O'Neale Gaillard (Christine Acree), a son, Richard O'Neale Gaillard, junior.

### PHILADELPHIA

**Arndt**—On April 11, to Mr. and Mrs. John F. Arndt (Helen Chapman), of Chestnut Hill, Pennsylvania, a daughter.

**Denniston**—On April 10, in Philadelphia, Pennsylvania, to Mr. and Mrs. George Clinton Denniston (Martha M. Averett), of Germantown, Pennsylvania, a son.

**Furlong**—On April 9, to Dr. Thomas F. Furlong, junior, and Mrs. Furlong (Ada Frances Hardt), of Bryn Mawr, Pennsylvania, a daughter, Nancy Liscom Furlong.

**Hickman**—On April 12, to Mr. and Mrs. Alfred M. Hickman (Marjory L. Bunting), of Cynwyd, Pennsylvania, a son.

**Jarrett**—On March 30, to Mr. and Mrs. Henry Reginald Jarrett (Eleanor R. Koons), of Miami Springs, Florida, a daughter.

**Ludington**—On April 12, to Mr. and Mrs. Nicholas S. Ludington (Mary Lloyd Macy), of Ardmore, Pennsylvania, a son.

### ROANOKE

**Showalter**—On March 29, to Mr. and Mrs. Louis Showalter (Elizabeth Nelson), a daughter.

**Weld**—On March 14, to Mr. and Mrs. Stafford Louis Weld (Nancy Breslin), a daughter, Nancy Weld.

### SAINT JOSEPH, MISSOURI

**Hillyard**—On March 28, to Mr. and Mrs. Robert Hillyard (Mildred Wing), a daughter, Nancy Hillyard.

### SPRINGFIELD

**Harris**—On March 27, to Mr. and Mrs. George B. Harris, a daughter, Judith Harris.

### TORONTO, ONTARIO

**Aird**—On March 18, to Mr. and Mrs. W. H. Aird (Margaret Cameron), a daughter.

**Boone**—On March 25, to Mr. and Mrs. Geoffrey L. Boone (Martha White), a daughter, Adrienne Lynn Boone.

**McKim**—On March 13, to Mr. and Mrs. Anson C. McKim (Joan McMaster), a son.

## ENGAGEMENTS

### NEW YORK

**Anderson-Hufstader**—Miss Alice Mary Anderson, daughter of Mr. and Mrs. Arthur M. Anderson, of New York City, to Mr. Robert Hufstader, of Buffalo, New York.

**Gray-Holbrook**—Miss Virginia Hill Gray, daughter of the late Reverend Dr. Arthur R. Gray and Mrs. Gray, of New York City and Garrison-on-Hudson, New York, to Mr. William Holbrook, son of Mr. and Mrs. Harry Holbrook, of New York City.

## ENGAGEMENTS

**King-Marsh**—Miss Cornelia Van Rensselaer King, daughter of the late James Gore King and Mrs. King, of New York City, to Mr. Norman J. Marsh, son of the late Judge Norman J. Marsh and Mrs. Marsh, of New York City and Garrison, New York.

**McCann-Guest**—Miss Helena W. McCann, daughter of Mr. and Mrs. Charles E. F. McCann, of New York City and "Sunken Orchard," Oyster Bay, Long Island, to Mr. Winston Frederick Churchill Guest, son of Captain the Hon. Frederick E. Guest and the Hon. Mrs. Guest, of New York City, Palm Beach, Florida, and London, England.

**Munroe-Birkhoff**—Miss Louisa Sprague Munroe, daughter of Mr. and Mrs. Vernon Munroe, of New York City and Litchfield, Connecticut, to Mr. Garrett Birkhoff, son of Professor George D. Birkhoff and Mrs. Birkhoff, of Cambridge, Massachusetts.

**Putnam-Parker**—Miss Betty Waters Putnam, daughter of Mr. and Mrs. Albert W. Putnam, of Rye, New York, to Mr. Challen R. Parker, junior, son of Mr. and Mrs. Challen R. Parker, of Greenwich, Connecticut.

**Strong-Watters**—Miss Elizabeth Strong, daughter of Mrs. Converse Strong, of Santa Barbara, California, and the late Benjamin Strong, to Mr. Kenneth Wallace Watters, junior, son of Mr. and Mrs. Kenneth W. Watters, of Santa Barbara.

**Williams-Stone**—Miss Mary Cliff-Jones Williams, daughter of Mr. and Mrs. Lewis Alfred Williams, to Mr. Bromley Scofield Stone, son of the late Herman Foster Stone and Mrs. Stone, of New York City and Lawrence, Long Island.

### BALTIMORE

**Nolting-Knapp**—Miss Frances Nolting, daughter of Mr. and Mrs. William G. Nolting, to Mr. Alexander Maris Knapp, son of Mrs. Maris Knapp and the late Alexander Payson Knapp.

### PHILADELPHIA

**Bartow-Talbutt**—Miss Mary Phillips Bartow, daughter of Mr. and Mrs. Josiah Blackwell Bartow, of Chestnut Hill, Pennsylvania, to Mr. James F. Talbutt, of Chestnut Hill, son of the late Mr. and Mrs. Robert Holladay Talbutt, of Lexington, Kentucky.

### SAINT LOUIS

**Green-Bacon**—Miss Helen Celeste Green, daughter of Dr. John Green and Mrs. Green, to Mr. Leonard Lee Bacon, son of Mr. and Mrs. Leonard Beaumont Bacon, of Rochester and "Beauthwalte," Webster, New York.

### SYRACUSE

**Van Duyn-Verbeck**—Miss Dorothea Van Duyn, daughter of the late Wilbur Van Duyn and Mrs. Van Duyn, to Mr. Guido Verbeck, junior, son of Colonel Guido Verbeck and Mrs. Verbeck, of Manlius, New York.

### TORONTO, ONTARIO

**Osborne-Meyers**—Miss Gwyneth Barwick Osborne, daughter of Colonel J. Ewart Osborne and Mrs. Osborne, to Mr. Donald Campbell Meyers, son of the late Dr. Campbell Meyers and Mrs. Meyers.

## WEDDINGS

### NEW YORK

**Bushnell-Du Bois**—On April 3, Mr. Robert Gray Bushnell, son of Mr. and Mrs. Douglas Stewart Bushnell, of Moristown, New Jersey, and Miss Dorothy Du Bois, daughter of Mr. and Mrs. Arthur Du Bois, of New York City.

**Chappell-Greenleaf**—On April 7, in Trinity Church, Hewlett, Long Island, Mr. William Blackstone Chappell, son of Mrs. C. Gordon Smith, of Cambridge, Massachusetts, and of Mr. Robert B. Chappell, of New London, Connecticut, and Miss Elizabeth Greenleaf, daughter of Mr. and Mrs. John C. Greenleaf, of Hewlett.

**Hallowell-Choate**—On April 3, in the Church of the Heavenly Rest, New York City, Mr. Norwood Penrose Hallowell, junior, of New York City and Milton, Massachusetts, son of Mr. and Mrs. Norwood Penrose Hallowell, and Miss Priscilla Choate, daughter of Mr. and Mrs. Joseph H. Choate, junior, of New York City and Mount Kisco, New York.

**Hill-Hambleton**—On April 11, Mr. Jerome Hill, of Pittsburgh, Pennsylvania, and Mrs. T. Edward Hambleton, of Lutherville, Maryland, daughter of Mrs. William Willet McAlpin, of New York City. (Continued on page 107)



★ with all the haunting beauty of rare old "Camphor Glass"

Here is another important "revival"... Silver Mist... Fostoria's latest triumph in glass-making technique. Here is glassware almost too beautiful to describe... glassware you might have looked for in the prized collection of a connoisseur, but which you would certainly not have expected to find in today's stores, priced well within your reach.

When you see it, we believe you will agree that we have retained in Silver Mist all the satin sheen of fine old "Camphor Glass". Perhaps you will feel as we do, that our reproduction is an improvement on the original. Write for our booklet on Correct Wine and Table Service. Fostoria Glass Company, Moundsville, W. Va.

The pieces illustrated are:—footed fruit bowl and candlesticks to match, "Trindle", decanter, flower vase, candy jar, bitters bottle, three-part relish dish and the popular Fostoria "Bubble Ball". These are just a few of the beautiful Fostoria pieces in "Silver Mist".







Hat and Gown, Marshall Field's . . . Shoes, Selby

## THE JOYOUS ABANDON OF GIRLHOOD FEET

### IN SHOES THAT GLORIFY THE FASHIONS OF TODAY

A pair of sound, comfortable, untiring feet is one of the priceless assets of modern life. And to needlessly sacrifice them today at the altar of Vanity is really unpardonable.

Due to a tiny patented "Arch Bridge," Selby Arch Preservers clothe the feet in the smartest of modern fashions—while protecting the elasticity and vigor of youthful feet that will take you where you will in care-free and faultless fashion.

The stunning new Selby models for Spring are now being shown at leading department stores everywhere. The Selby Shoe Company, 1050 7th Street, Portsmouth, Ohio. Selby Shoes Limited, Montreal, Canadian manufacturers. Green Shoe Co., Boston, makers of ARCH PRESERVER SHOES for children.

Consult  
Your  
Chiroprapist  
Regularly



#### FREE BOOK!

• Betty Compson answers your question, "Why should I wear Arch Preserver Shoes," in our newest booklet. Don't miss it. A postcard will bring you a copy Free!

**Selby**  
THE TRUE  
ARCH PRESERVER SHOE

Prices \$9 to \$12.50. Slightly higher west of the Rockies



NELSON

- The first leather-lined Oriental-looking slipper is of red suède with perforated green bands; Altman
- The Chinese-blue satin mule in the centre has wide bands of gold kid. Bergdorf Goodman has this model
- The mule at the right, of soft green suède, has a purple strip outlined in gold; Lord and Taylor
- Belle Sharmeer made the extra-sheer stocking, in a new shade, "Taupesans"; three lengths; McCreery

## PACKING FOR PLEASURE

(CONTINUED FROM PAGE 89)

and a suggestion of a sailor collar with a navy-blue binding).

There are beach pyjamas, too—of striped cotton bouclé, with a navy-blue shirt to go over it, a smart little jacket to match and a Lastex self-adjustable belt. And, of course, there's a bathing-suit, made of blue jersey, and a blue silk cape to wear over it.

For such occasions as Sunday lunch, there is Patou's flat crêpe dress in chalk-blue, with miles of pleating. It's especially nice worn with Madame Germaine's large square-brimmed hat trimmed with blue silk dotted in white (shown, too, on page 63).

And, of course, you'll need an evening dress like the one of black net with huge dots, designed by Miler

Sœurs. It's most practical for travel in black—and tremendously chic.

**IN THE BAGS:** We've come now to the accessories. There's a moire travel set, consisting of a sewing-kit, a manicure set, a handkerchief case, a hot-water bottle cover, and a case for one's own sheets—all shown on page 62. A wrapper that is both warm and chic is another travel comfort shown in the same group. It's made of a lovely flowered satin lined with albatross, and, like the travel set, it's from Mrs. Dulany, who is represented in New York by Miss Waters, at 30 East Sixtieth Street.

And finally—a few carefully chosen hats, some good scarfs and handkerchiefs, and the line-up of Wanamaker shoes at the bottom of pages 62 and 63.

## SHOP-HOUND

(CONTINUED FROM PAGE 96b)

never-to-be-forgotten trips to Bermuda. Get it out, but don't look at it; if you do, you'll toss it right in the scrap-basket. Hasten to Irene Franks (48 West Fifty-Sixth Street), and let her look at it. She will pitch into it, and, when you go in for a fitting, you won't know your old friend. It will shine with its pristine whiteness; Miss Franks will twist it here, and bend it there, and all for about \$5. She will also make you a ribbon band to match every one of your dresses, to snap on and off in the twinkling of an eye (about 75 cents each).

• Is there anything in all the world that builds up the feminine ego like a wide-brimmed hat? The word is No. Even a spinster feels like a coquette under a cart-wheel. Regard yourself under a spreading brim—see how it shadows your eyes, makes them mysterious; how provocative your profile becomes—and then ask yourself if you can face your summer campaign without a wardrobe of big hats. Knowing the answer, it becomes my sworn duty to run down a whole flock of big hats for you. La

Mode Chez Tappé (19 West Fifty-Seventh Street) abounds in them. This shop believes in infinite variety and has gone into the highways and byways to practise it. Looking for unusual taffetas, La Mode Chez Tappé ran into an umbrella shop manned by an old Armenian and found some parasols, authentically dated "the Gay 'Nineties." They bought the whole caboodle of giddy hand-blocked parasols—so old that the fabric was "tender." Then they had them chemically treated, and this treatment not only put new life into the old girls—it made them spot-proof. I can't begin to tell you what La Mode Chez Tappé has done for the summer-1934 hats, with summer-1890 parasols. Really devastating. There are, also, hand-embroidered organdies, crisp dotted Swisses, the mesh shoe fabric that has added so much to Delman's laurels—everything and anything but spinach goes into the making of their cart-wheels. A smart trick of this maison is to dye the elastic the colour of your hair, thereby deceiving your public and bucking up your grooming in one fell swoop. Prices start at about \$18.50.



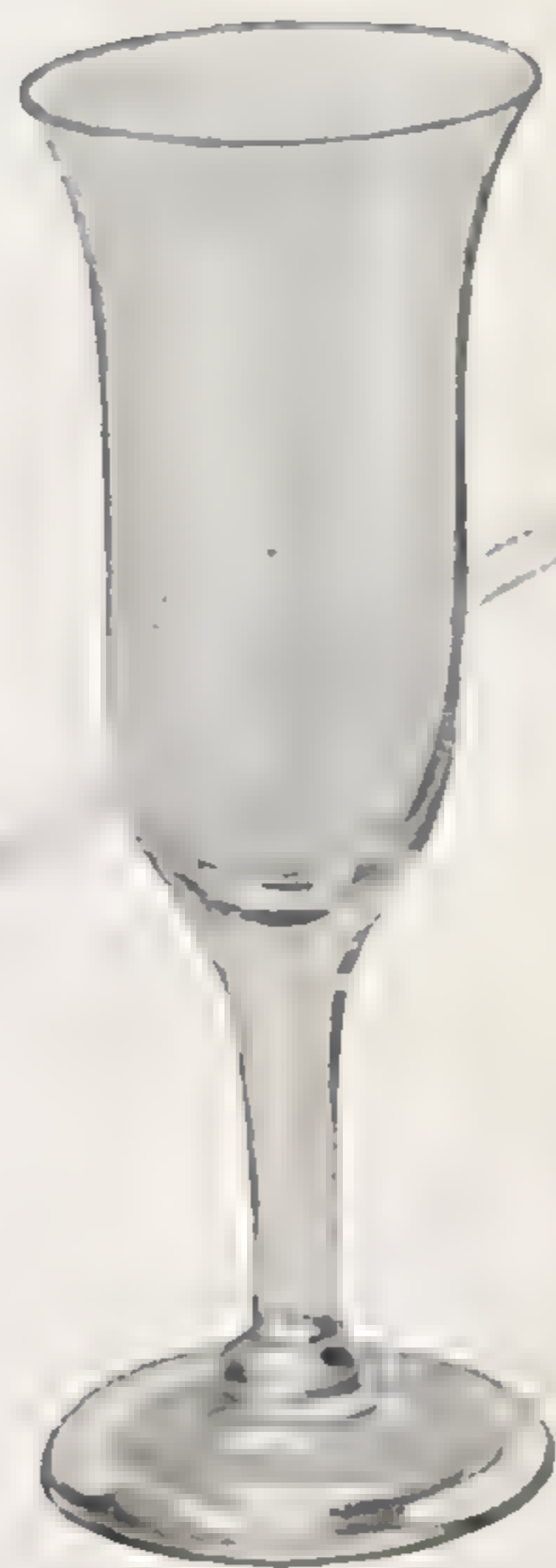


# HENNESSY

## COGNAC BRANDY

*Since 1765 .. Quality  
has obtained for Hennessy the  
largest brandy sales in the world*

The after-dinner liqueur, the tall cool glass of brandy-and-soda, the brandy cocktail, the soothing nightcap, the egg punch with brandy—in each the versatile Three-Star Hennessy provides the indispensable note of authority.



★ ★ ★  
**HENNESSY**

*Distilled, matured and bottled  
at Cognac, France, since 1765*

You'll enjoy having "The Art of Mixing," an attractive booklet of authoritative recipes for drinks and dishes. A mere request will bring you a copy with our compliments.

*Sole Agents for the United States... Schieffelin & Co.  
22 Cooper Square, New York City. Importers since 1794*



at *Lord & Taylor*

It's a one-piece frock, knitted in peau d'ange frill (a lovely, soft, dull-finished yarn). The sleeves, yoke, and collar are done in lace-stitch, and That Buckle is of simulated prystal. The price is 19.95. The unlined coat (also 19.95) is light enough to be worn all summer. Both it and the frock are exclusive, in New York City, with Lord & Taylor. The colors: pale pink, corn gold, turquoise, forget-me-not and white. Sizes 12 to 20, in the Sports Shop, Fifth Floor, and at other smart shops throughout the country.



**Bradley**

THE BRADLEY KNITTING COMPANY, DELAVAN, WISCONSIN



WHEARY BAGS FROM MARK CROSS; RUG FROM FRANCES MILLER

## CONNOISSEUR'S LUGGAGE

(CONTINUED FROM PAGE 80)

THE times when you've had to carry your own hand-luggage in lonely spots and felt as though your hand had been taken smartly off at the wrist should make you appreciative of the trend towards lighter weight in the more casual type of bags. Wheary does a good job on this with cases like those shown in the photograph above. They are made in many sizes, of a durable airplane silk that—lo and behold!—can be washed. The design is very simple, with those new stream-line edges, and the bags weigh practically nothing, even when you pack them full of golf shoes.

The linen luggage that you see about, all called airplane luggage, by the way, is light, too. Particularly

good are the Hartmann striped Irish linen suitcases and wardrobe bags with dark blue fibre binding (not illustrated). These bags can be washed, too—unless you're a label collector. Saks-Fifth Avenue has them.

Elizabeth Arden has grand little toilet-cases in several sizes—something you mustn't forget if you want to travel in comfort and beauty. You probably know them already—but did you know that she has some of the most magnificent fitted bags that were ever tucked in their velours cases? The one shown in the photograph below has a grand series of bottles, numbered (so that you won't swallow the hand-lotion), a big mirror, and all manner of (Continued on page 102)



MARTINUS ANDERSEN

CASE FROM ELIZABETH ARDEN



I. MAGNIN & CO. PICKS THESE

T H R E E S T A R S



“PLAY HARD”

(left) It was precious of this tennis frock to wear sleeve bands that tie in bows—no plucked-shoulder effect! Wish you could see how the surplice back tapers into two belts. But, lookee, see them in front, doing a Vionnet twist and going back home again. All this spreads out flat, for a dip into pure Ivory suds and an easy ironing! 14 to 20 in white, ciel, peach, yellow, \$25.



“PLAY AROUND”

(right) Mm, the very thing to wear when you ask for an autograph—or something livelier! The clever shoulders float into full pleated sleeves—the neck plays high or low, whichever is becoming to you! Every stitch Ivory-washable, as any I. Magnin shop will gladly tell you. Sizes 14 to 40 in Adriatic blue, peach, white. \$22.75.



IVORY FLAKES

★ ★ ★ STARRED IN ALL FINE STORES

Prunella! That's the name of the supple weave of which both these frocks are made. And it's been washed 6 times with pure Ivory Flakes and lukewarm water with perfect results. As all fine stores know, Ivory Flakes always does right by lovely textures and sensitive colors!

The manufacturers of Prunella say: "We have tested fabrics in many kinds of soap and we prefer to recommend Ivory Flakes for our washable fabrics."

I. MAGNIN & CO.  
STYLE SHOPS

SAN FRANCISCO • HOLLYWOOD  
MONTECITO • LOS ANGELES • PASADENA  
OAKLAND • SEATTLE







**I'VE DISCOVERED THE SOAP  
FOR A PERFECT SKIN**

*I used to get the blu-u-u-es  
Over my complexion,  
But now I've found the way  
To chase away dejection.*

*With washcloth lathered well  
In suds of R & G,  
I soak and scrub my pores  
And cleanse them thoroughly.*

*If you have got the blu-u-u-es  
Just go and do the same;  
Then see your sluggish skin  
Come back to life again!*

*Now join with me and sing  
"Goodbye Complexion Blues,"  
The song of a perfect skin—  
The biggest beauty news!*



**Seven  
delightful scents**

*Violette • Carnation • Sandalwood  
Feu Follet • Fleurs d'Amour • Le Jade  
Pavots d'Argent*

**ROGER & GALLET'S  
AFTABATH**

An exquisitely fine dusting powder, scented to match each of the above Roger & Gallet Soap fragrances. Smartly boxed with velvet puff, \$1.

**ROGER & GALLET**  
TOILET SOAP



AN OSHKOSH STREAM-LINE TRUNK

**CONNOISSEUR'S LUGGAGE**

(CONTINUED FROM PAGE 100)

boxes and jars. It is made of handsome green leather and opens on both sides, so that you can shut the dressing-table side off from the boudoir side. This is one of Arden's Heavenly Twins; the other case, in the same size, is unfitted.

More news is the trunk shown above—an Oshkosh stream-line trunk that has done away with most of the hardware. When you first look at it, you think only a Houdini could open it, but it turns out to be simple enough, with a deft flick of the wrist and the lock. The striped cord duck covering is strong and neat, and all the metal is, sensibly, stainless steel. This should do you very well indeed for all of your trips for years and years to come.

Also new is the luggage in fifty-seven varieties (literally) that Wheary is making for Altman, using a canvas that looks like a neutral coloured tweed and is smooth and light-weight.

And now for the bags shown in the photograph below. It seems that a bright girl at Macy's found that there were several sizes missing in the stock luggage, so she had them made up with cheerful tie-silk linings that brighten your travels considerably. We are showing the baby hat-box, because this size (for small hats) is practically impossible to find, but just right for country week-ends or for cruises, where big brims are a decided nuisance. And there are other convenient sizes in the same series.



BAGS FROM MACY'S



# Keeping fit...to concentrate

Drink  
**Coca-Cola**  
Delicious and Refreshing

Good Housekeeping Bureau

*P. Hal Sims (North) of Deal, N. J., contract authority, as he likes best to play... with championship cups behind him, ice-cold Coca-Cola beside him and his great dane, Duke, as kibitzer.*

P. Hal Sims always makes  
*this refreshing pause*  
part of his game

Winner of perhaps more championships at auction and contract than any living man, Mr. Sims knows the value of composure and concentration. A refreshing pause in such tense play becomes a necessity. Long ago he chose ice-cold Coca-Cola for that part of his game—the drink that keeps you feeling fit for what's ahead. The pleasurable social touch it gives is a delight to the many friends with whom he plays. Like all who know Coca-Cola at its best, he insists that it be served ice-cold.



## TOAST TO NEW ENGLAND

(CONTINUED FROM PAGE 59)

come down from Newport any Sunday night in summer on the Fall River Line. And there are plenty of them on the Eastern Steamship Lines' boats from New York to Boston and Portland, and from Boston to Bangor.

Also, I know that a lot of people ride the American Airways planes from New York to Hartford and Boston, and from there to Bangor, so that, with fair flying luck, you're in the heart of Maine just four hours, fifteen minutes, after leaving New York. Also, I understand that passenger traffic on the New York, New Haven, and Hartford Railroad is picking up, with a corresponding boost for the choo-choos of the Boston and Maine, Central Vermont, and Maine Central lines. And these lines have air services from Boston to Portland, Boston to Barre and Burlington, Vermont, and—I think—a fast summer service to Cape Cod, and the Vineyard, and Nantucket.

## NEW ENGLAND BY MOTOR

However, Colonel, all such facts are easily discovered in folders and timetables. Many people don't use the railroads, the steamers, and the planes, but come to New England by motor. And, if they are coming for the first time, Heaven help them; they probably expect to "do" New England in a couple of weeks, or less. Whereas, you know that they can't expect to "do" Goodspeed's book-shop in Boston in less than a day, or get acclimated to Newport's August climate in less than a week, or to soak up all the beauty and magic of the White Mountains in less than a lifetime.

These hurrying people in motors, with only a couple of weeks to spend in little New England, go home to Kokomo, with no more memories than any truck driver can get on Route 1. They remember a lot of factory towns in Connecticut and Massachusetts, and the funny names of the bungalows at Salisbury Beach, and hundreds of miles of potato fields, and such signs as "Biggest Crab Sandwich in the State of Maine," and the traffic jam on Causeway Street, Boston, and the fact that the sea water north of Cape Cod is a mite cold for people who paddle in the hot prairie rivers of the West.

It seems to me, Colonel, that, when a car from California, or Colorado, or any other state starts East, it would be smart for Socony and the other companies that sell gas in New England to put on board a good book called "Don't Gobble New England—It Is Bigger Than You Think." Do you fully realize that little New England is bigger than Old England, bigger than Italy, bigger than Switzerland, Holland, and Belgium rolled into one?

Few people know this. Studying their road maps and guide-books, they see this kind of "information":

Boston to Concord, Mass.—21 m.

Any motorist, running from Bloomington to Indianapolis, would call himself a road-mope if he didn't knock off twenty-one miles in twenty-one minutes, or less. How can he know that he can spend twenty-one days on that Boston-Concord stretch (which Paul Revere rode in one night on

horseback) and not begin to see it all?

Even a shadowy outline of the sights includes Faneuil Hall . . . and the monument to Benjamin Franklin's father and mother, who sleep beside Tremont Street . . . Bunker Hill . . . Louisburg Square . . . the superb houses on Beacon Street in which the window-panes are purple with age . . . Harvard University (which is an eye-filling spot) . . . the site of the spreading chestnut-tree . . . the Longfellow house . . . the Battle Green at Lexington . . . the houses where Emerson wrote his Essays and Louisa M. Alcott wrote *Little Women* . . . and the rude bridge that arched the flood.

Boston to Concord, Mass.—21 miles. Pooh!

The hardest-boiled woman I ever knew was coming back from dinner in Bedford one night, and panting to get back to Paris, the only place where she can condescend to live. I stopped the chauffeur at the Battle Green and made her wet her gold slippers on the dewy grass under the moon. She was furious. But there was light enough to see the same little white houses from which the Minutemen came out to fight, and to read the words on a stone:

STAND YOUR GROUND  
DON'T FIRE UNLESS FIRED UPON  
BUT IF THEY MEAN  
TO HAVE A WAR  
LET IT BEGIN HERE

The hard-boiled woman was quiet for five miles. Then: "Damn it," she said, "my ancestor fought in that war. It gets you, doesn't it?"

It does. There are ghosts on the Battle Green, under the moon, and on every New England village green. There is the beginning of our country, and a link with our ancestors, and the memory of things that were clean and brave.

But, this is a long letter, and so far we've covered only twenty-one miles, and covered them sketchily, too. Now, for the swish and plushy resorts—Watch Hill, Newport, Prides Crossing, Magnolia, Bar Harbor, and the jolly old Berkshire Hills, especially Lenox and all that sort of thing. But I am going to fracture convention by dismissing all the swish and plushy resorts at once from this letter. My appeal, Colonel Barron, is not to the sophisticates who say to the captains of their yachts: "And now, Newport!" My appeal is to the super-sophisticates who think they'd like a rest this summer, a heavenly rest in some such elm-shadowed paradise as Washington, Connecticut, or Wiscasset, Maine.

And, along with them, this appeal is to people whose sons and daughters ought to sail a real racing boat at Marblehead, where girls are now just as web-footed as boys. And it is to ladies whose husbands want to redevelop the old, aboriginal fur by fishing in Maine, and who will find the amusing hotels of Moosehead, Belgrade, the Rangeley lakes, et cetera, ideal headquarters from which to dash, barking with delight, into the forest primeval—while wives and children bask on the croquet lawns.

That paragraph is sadly dated, and I ought (Continued on page 105)

Shorter'n the Mouse's Tail  
in Alice in Wonderland is  
DOUBLE MINT'S  
beauty secret.

Enjoy this gum  
daily and you  
will find that  
it will help  
tone up saggy  
muscles of  
your face and  
neck. Chewing  
exercise aids in  
keeping a facial  
contour that is  
young and  
beautiful.

Try it  
out 5  
to 10  
minutes  
twice  
a day.

When  
DOUBLE  
MINT is  
enjoyed  
right  
after a  
meal  
it also  
helps  
keep  
your  
teeth  
white.

O-69

Charlotte Henry, Paramount Featured Player,  
Endeared to the Public in *Alice in Wonderland*



# Are College Professors' Wives Wearing THE NEW BRIGHT CUTEX NAILS?



"I adore Cutex Coral with Green." Mrs. Henry T. Rowell, New Haven

"Cutex Cardinal just matches my jacket." Mrs. George Meyers, Princeton

"Cutex Ruby lends a dash to blue." Mrs. Hatcher Hughes, New York



MRS. HATCHER HUGHES, of New York, is greatly interested in college theatricals. She has an eye for striking effects, and achieves one in wearing Cutex Ruby nails with her smart knitted suit in the new Grayed-over Blue.



MRS. HENRY T. ROWELL, of New Haven, always wears charming clothes charmingly, and considers vivid nail tints important in the ensemble. She has chosen Cutex Coral nails to set off the gay Turf Green of her striking plaid jacket frock.



MRS. GEORGE MEYERS, of Princeton—active in university life—feels that a woman's appearance is smartest when she varies her nail tint with her costume. She cleverly repeats the Cardinal tone of her jacket in her Cutex Cardinal nail tint.

Costumes from Bonwit Teller

"Certainly—**CUTEX RUBY, CORAL, CARDINAL**—  
We vary them with our gowns"

College halls may be ivy-grown and a little musty—but the faculty wives are stepping out and tinting their nails in the very newest tradition.

The fact is, untinted finger nails nowadays have just about as much appeal as the dead languages, and are never, never elective with women who want to make more than a passing grade on their appearance.

That's our report from three important college communities.

And highest honors, they say, are going to the brighter Cutex

tints: Coral, Cardinal, Ruby and the new, exciting Mauve and Mahogany.

There's only one big requirement for a successful nail polish career—that's Cutex.

Cutex is a polish you can always be proud of—always loyal to. Because it never chips, fades, cracks or peels. And the new Cutex Oily Polish Remover doesn't dry the cuticle or make the nails brittle. The founder of Cutex is the World's Authority on the Manicure. And the eight authentic Cutex shades are

all in the most advanced class.

But don't major in any one of them . . . Remember, your goal is Variety. Just twirl the Cutex Color Wheel around and you'll get the answer for every frock in your wardrobe.

You'll find all eight of the lovely Cutex shades at your favorite store, so rush right out and stock up on them before another day goes by!

**For the complete manicure** use Cutex Cuticle Remover & Nail Cleanser, Oily Polish Remover, Liquid Polish, Nail White (Pencil or Cream), Cuticle Oil or Cream and the new Hand Cream.

NORTHAM WARREN  
New York Montreal London Paris

*Natural* goes with all costumes, best with bright colors—red, purple, orange.

*Rose* is charming with pastel pink, lavender or blue frocks. Smart with dark green, black, brown.

*Coral* is lovely with white, pink, beige, gray, blue, brown and green gowns.

*Mauve* (new) charming with all blue frocks. Also with lavender, gray and most pale colors.

*Mahogany* (new) striking with blues, beige, soft greens, gray, the new wheat and string shades.

*Cardinal* contrasts excitingly with frocks in black, white, pastels. Good with gray, beige, blue.

*Ruby* is a real red red you can wear with any costume when you want to be gay.

Generous bottle of Cutex Liquid Polish and new Color Wheel giving correct shade of polish for every color gown . . . only 10¢.

NORTHAM WARREN, Dept. 4V5  
191 Hudson Street, New York, N. Y.  
(Canada, address Post Office Box 2320, Montreal)  
I enclose 10¢ for new Cutex Color Wheel and generous bottle of Cutex Liquid Polish in shade I have checked:  
☐ Natural ☐ Rose ☐ Coral ☐ Cardinal ☐ Ruby

**CUTEX** Liquid Polish—only 35¢





*Mrs. Patrick J. Hurley*

wife of the former Secretary of War, says: "The next best thing to riding my favorite mount is driving the new Dodge. It's real sport! Its ease of handling and its complete comfort are something to marvel at!"

# "Driving New Dodge is Real Sport"

**SAYS MRS. PATRICK J. HURLEY**



*Mrs. Charles Farrelly*

famous bridge expert, says: "There seems to be no end to the marvelous features in this new Dodge. Everything has been thought of to make driving easy, convenient, and comfortable." Women everywhere praise Dodge safety and economy, too.

**N**EVER before has driving been so simple...so effortless, as it is in the new, bigger Dodge. Cross-Steering permits finger-tip control of the steering wheel. The Automatic Clutch†—plus Dodge free wheeling—makes use of the clutch pedal unnecessary. Hydraulic brakes respond instantly, smoothly, at the slightest pressure on the brake pedal.

See the new, bigger Dodge. It has an amazing array of advanced features that will delight you—and yet it costs just a few dollars more than the lowest-priced cars! Ask any Dodge dealer about the "Show-Down" Plan. Women everywhere pronounce it the simplest, most fascinating way ever devised to explain and compare modern motor car values!

*Miss Charlotte Noland*

of the Foxcroft School, Middleburg, Va., says: "I am especially impressed with the new Dodge '7-Point Ventilation'. For the first time one can enjoy plenty of fresh air with complete freedom from drafts, no matter what the weather."



*Prince Georges Matchabelli*

who turned his hobby for making perfume into a world-wide business, says: "The new Dodge 'Floating-Cushion' Wheels mark an extraordinary advance in riding comfort. They seem to step over bumps and ruts, making the roughest roads smooth."

## NEW Bigger DODGE \$645\*

The new, bigger Dodge on 117-inch wheelbase: Coupe \$645; Coupe with rumble seat \$695; Two-door Sedan \$695; Four-door Sedan \$745; Convertible Coupe \$745. On the 121-inch wheelbase: Brougham \$835; Convertible Sedan \$875. \*All prices f. o. b. factory, Detroit, subject to change without notice. †Special equipment at slight extra cost.



## TOAST TO NEW ENGLAND

(CONTINUED FROM PAGE 104)

to rewrite it, because nowadays men are the languid and fragile sex which lolls on piazzas, while vigorous wives, mothers, and daughters go out and recultivate the old, wild life of the woods and the waves.

It seems, Colonel Barron, that a lot of nice people will be discovering New England this summer, and I wish you had a full-up-to-the-minute Baedeker for them, fertile in clever suggestions. But they can consult trusty friends in advance, and cruise on the soft roads as well as the highways, and make up their own list of New England's Ten Most Beautiful Villages. I shan't quarrel with any community list that includes Old Lyme, Litchfield, Nantucket, Ipswich, Washington, Little Compton, Deerfield, Stockbridge, Exeter, and—well, you must name one!

Your own neck of the woods is the Crawford Notch, Colonel Barron, and here's a story about it that may be new to you. A titled Englishwoman asked to see the finest sight in New England, and her hostess motored her to see the autumn leaves in the Notch, the most thrilling view of trees in the world. She stared open-mouthed.

"Effective!" she said at last. "But so unnatural!"

Another complaint. You New England boosters haven't fully informed the country that New England has the finest sports of all. Nobody who has captured a big swordfish or tuna will dispute this. Nobody who has sailed on a big yacht in a strong, smoky sou'wester off Newport will argue the point; and no more will any man, woman, or child who has hooked a really big bass.

But why not tell tennis players that New England has the best grass courts west of Old England, a revelation to the wretched inlanders and footsore Californians who play on hard asphalt and clay? And why not give golfers a rough idea of the beauty of Poland, Maine, and Equinox, Vermont, of the magnificent Eastward Ho! course on Cape Cod, and of the venerable course of the Country Club, at Brookline, where Francis Ouimet, a David from the caddie house, slew two Goliaths at once?

There are four hundred and seventy-six golf courses in New England. It is a tennis player's and golfer's Valhalla, a stronghold of polo at Myopia and on private fields, a grand country for sea, river, and lake fishing. But of all its sports, yacht racing is the greatest. Unnatural child of Newport that I am, having dismissed America's *Falak al Aflak* (the Highest Heaven) with a single reference, I nevertheless urge you to motor to Newport over the Mount Hope Bridge from Bristol—a lofty, gossamer-like steel ribbon, high over Narragansett Bay.

## YACHTING, TOO

If your luck is in, you may look down and see *Weetamoe*, *Enterprise*, *Rainbow*, and the other big sloops looking like toy boats in a bathtub. Million-dollar toys. One of them will defend the America's Cup against Mr. T. O. M. Sopwith's *Endeavour*, next autumn, which would be an exciting memory for the rest of a lifetime. Or, if you would like the cheapest sailing

I know, you can go to lively Edgartown, on the Vineyard, and rent and race a catboat for about \$15 a week.

From the north, the road to Newport leads through Fall River, ugly mill town, but a perfect foil for Newport's beauty. And, if you like detective stories, it was the scene of the greatest murder mystery of all time. Some of my friends always made a reverent detour to see the house where:

*Lizzie Borden took an axe  
And gave her mother forty whacks;  
And when she saw what she had done  
She gave her father forty-one!*

But Lizzie Borden was acquitted, and nobody knows what grim visitor massacred her parents while she was "upstairs in the stable, eating pears." Nobody has ever found the axe!

My fear, ever since starting this letter, is that we won't get to Maine at all. Maine is the biggest thing in New England, and (with all due respect to the White Mountains) the best looking. It is bigger than Scotland, and much less rainy. It has two thousand, four hundred and sixty-five lakes, and all handsome, and twenty-five hundred miles of seacoast, mostly rugged and beautiful, with evergreen-trees coming down to the sea. Maine has more than five thousand rivers and streams and abounds in names like Umbazooksis, Chemquassabamticook, Pataguongomis, and Meddybemps. Maine has Bar Harbor, with its thirteen mountains, and lovely Islesboro, near which the Charles Dana Gibsons own one of the lordliest homes ever lived in by an artist—a great house on a forty-acre island, on which no doubt still stand some diverting little buildings constructed by Mr. Gibson to amuse his grandchildren.

## MAINE FACTS

Maine has hundreds of equally beautiful islands, on which people of moderate wealth can live in more noble seclusion than dukes and earls, and still get right over by motor-boat in ten minutes to any wassail on the mainland.

The hard thing about getting to Maine by motor is that you must first pass through Portsmouth, New Hampshire. If any Vogue reader is weak about antiques, or likely to swoon when exposed to many of the finest in America, I would recommend her to take the plane. Even then, she might see the "captain's walks" on top of the glorious old houses in Portsmouth, or Paul Revere's bell in Saint John's Church belfry, or the lightning-rod personally designed by Benjamin Franklin on the Warner house—and if so, she might jump overboard with only her bumbershoot for a parachute. And I hope she would land safely in the lovely old garden of the Moffatt-Ladd house and see the wood-carvings by Grinling Gibbons, inside.

There is one house by the water in Portsmouth, which is full of priceless antiques and has the original ancestor of every other lilac-bush in America blooming in its dooryard, and the last surviving "pinkie," a primitive New England fishing vessel, moored to its private (Continued on page 106)



# Two sterling patterns

## THIS YEAR'S BRIDES ARE CHOOSING...

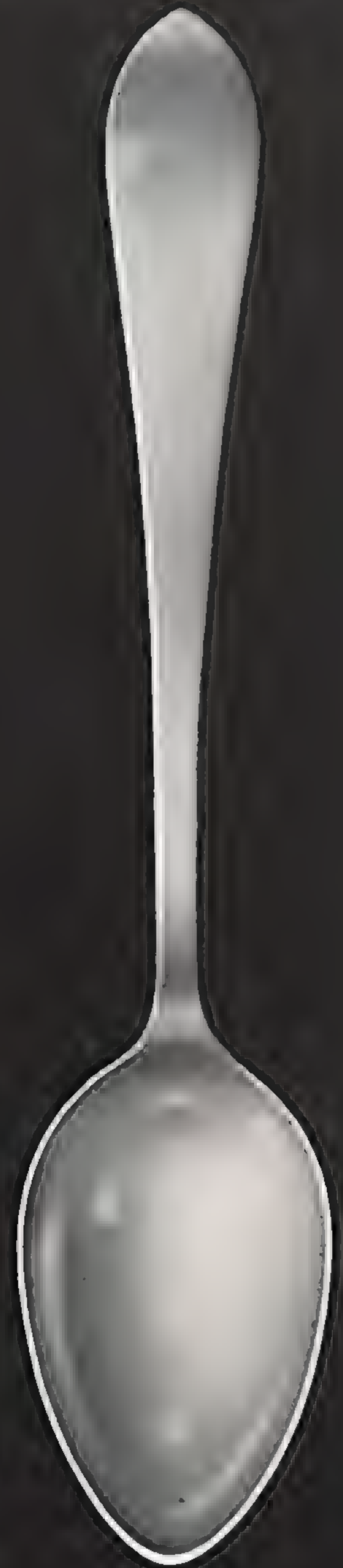
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# Reed & Barton

TAUNTON, MASS.



# Ann Holds her Man



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*when film is removed your own teeth will delight you with their brilliance*

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lion people. Pepsodent contains a special cleansing and polishing material—more effective in removing film—softer and therefore safer. This discovery is contained in Pepsodent exclusively. Because of it, Pepsodent is termed the "special film-removing" tooth paste. Let it help you rediscover the fascination of your smile.

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Only one tube to a family

**PEPSODENT**  
the special film-removing tooth paste

## TOAST TO NEW ENGLAND

(CONTINUED FROM PAGE 105)

wharf. If by the grace of God, any Vogue reader can see the heart-stopping furniture in *this* house—but I shall not identify it. It would be a disservice to the genial gentleman who lives there, and lives more aristocratically than any one else I ever knew, to bring a horde of antique-lovers to his house. Perhaps it is better not to mention Portsmouth too much. Guide-books, no doubt, describe it as the seat of a Naval Station. Be content with that, or you may never get through to Maine.

New England's cooking centres around seafood, whose lord is the lobster. My aunt lived to an immense age without tasting this delicacy, calling it a scavenger. "Then by the mercy of Allah, so am I," I said, when first thought old enough to gorge and guzzle at the Newport Clambake Club, one of this earth's authentic paradises. A clambake will give you a new conception, not only of lobsters and clams, but of corn. A fine old Newport drink, with which to wash it down, is beer and champagne, mixed.

Then, New England has ravishing fish chowder, which some people actually prefer to its clam chowder, and it has codfish cakes, and Boston baked beans and brown bread, and blueberry biscuits, and (if you are near a Vermont spring-house) the best butter in the world. Now, Colonel Barron, you should solemnly warn people *not* to call for Boston baked beans at Shephard's Hotel in Cairo, or at their favourite restaurant in France. New England's dishes should be eaten on their native spot and with a special sauce compounded of the salt of the sea and the fragrance of the pines. You can't buy this sauce at shops, alas! But New England serves it free.

Approaching New London on the train, recently, I saw this airy sauce working on a former Secretary of State. He licked his lips and made the smacking sounds peculiar to every hungry male. Dashing into the waiting-room, he returned with a huge bag of doughnuts. "If people knew *these* doughnuts," he said, "they would make reverent pilgrimages here from every part of the United States."

It is a pity New England doesn't advertise things like that. It has had the best press agents any country ever had—Emerson, Thoreau, Whittier, Holmes—and they are still working for it, but they can not tell the whole tale. Longfellow had a lucky break when Henry Ford rebuilt the Wayside Inn, at Sudbury. This is a bully

job of restoration, and just as good a one has been done by Mrs. P. R. Allen at the time-honoured old tavern at Walpole, Massachusetts. You step across its threshold into the eighteenth century, plus plumbing and box-springs. And who would have told you, if I didn't, that the hotel at Stockbridge is going to serve wine this summer, for the first time in its long and honourable career?

Now, Colonel Barron, and all you other hospitable New Englanders, you have an interesting job ahead of you. What a tremendous impression you could make by putting a picture of the White Mountain view from Intervale on two full pages in the best magazines, and leaving out the ordinary descriptive hokum, and merely printing below it: "Mary, please come home!" Or a picture of the Old Man of the Mountain, or of Bar Harbor with its thirteen peaks, or of Nantucket, or the Flume. . . .

Even then, Colonel, you'd be leaving out the most magnetic and heart-warming thing about New England, which is the fine, pawky, thrifty, and always humorous flavour of its inhabitants. Two final stories:

Passing through Plymouth Notch, Vermont, a few years ago, I saw a venerable junkman standing at a door.

"The old man's died on me," he said. "Yes, he's died. Owned considerable property, too. You wouldn't think a man could live all his life in this little place and save \$75,000, but he did. My last deal with him was only last month, and we differed over an item of ten cents for old paper. So the young man is coming over this afternoon, to see if he and I can trade."

"The young man" was Calvin Coolidge, then President of the United States.

The other story is about a highly cultivated gentleman who, once upon a time, was Governor of Maine. Coming down to breakfast one frigid January morning, while his wife still lay abed, a guest saluted him with a remark that the house was bitterly cold.

The Governor looked at him with a serene eye.

"I tell you what it is," he said, at last. "We'll have to feed Margaret differently, so she'll radiate more wa'mth."

Personally, my dear New Englanders, I hope to spend every vacation hour of my life among the kind of people who think and talk as whimsically and as humorously as that.

## NOBLESSE OBLIGE

During the week of Memorial Day, the annual sale of Buddy Poppies will be held to raise much-needed funds for relief-work among disabled and needy ex-service men. To thousands of War veterans, invalided in Government hospitals, poppy-making is the sole occupation throughout the year. The proceeds of the sale are used entirely for relief activities, prominent among which is the maintenance of the National Home for Widows and Orphans of Ex-Service Men. So do wear a Buddy Poppy on Memorial Day



## VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 33)

spite of the splendid quality of work that the Federated does, the prices are far from exorbitant.

## Entr'acte

• It was somewhat disappointing to find that Repeal didn't bring in its wake the return of the theatrical bar. It's so very nice in London to be able to have a brandy or port with your between-the-act smoke—to keep up the good work started at dinner. But our lack of bars in foyers and smoking-rooms isn't anything to cry over—especially with spring here and the weather balmy enough to wander about the streets without wraps. You'll find that in nearly every block there's some little bar where you can have "a spot."

## Soupe de la nuit

• "Soup of the evening, beautiful soup"—Alice would probably make the same exclamation here in New York as she did in Wonderland (or was it in the Looking-Glass?)—that is, if she liked onion-soup. It seems to me you run into it all over the place—from dinner to dawn. What's more, you find so many variations.

The other night, I went to a dinner which preceded a party on the *Île de France*. The hostess had a clever idea of getting her guests in the proper French frame of mind by transforming her dining-room into a *bistro*. Red-and-white checked cloths covered the card-tables, on each of which stood a carafe of *vin ordinaire*, a long loaf of French bread, and a single candlestick. The first course was onion-soup served in casseroles of blue pottery. It turned out to be creamed onion-soup, with large pieces of toast floating about—all nice and dinky. It's a good idea, that—and especially to be recommended if you are going to do the Les Halles stunt of having onion-soup just before you turn in after being out all night. If you haven't a good creamed onion-soup receipt of your own, that onion-soup that comes in cans can be transformed by the following method. You bring a tin of the soup to the boiling-point and, in the meantime, beat the yolks of three eggs with half a cupful of cream. You add this to the soup, stirring it in. Don't let the soup boil after the eggs and cream have been added.

"FLANEUR"

## SOCIETY

(CONTINUED FROM PAGE 97)

**Jenkins-Willets**—On April 12, in the chapel of Saint Bartholomew's Church, New York City, Mr. Edward Kenneth Jenkins, son of Mr. and Mrs. Edward Ellotte Jenkins, of Pittsburgh, Pennsylvania, and Warrenton, Virginia, and Miss Betty Willets, daughter of the late Samuel Willets and Mrs. Willets, of New York City and Warrenton.

**Libby-Wiley**—On April 7, in Saint Bernard's Church, Bernardsville, New Jersey, Mr. Dean Ashton Libby, son of Mr. and Mrs. Jesse A. Libby, of Springfield, Massachusetts, and Miss Elizabeth Howell Wiley, daughter of Mrs. Albert Bruton Strange, of Bernardsville, and of Mr. Channing Price Wiley, of New York City.

**McFadden-Williams**—On April 21, in Islip, Long Island, Mr. John H. McFadden, of New York City, son of the late Mr. and Mrs. John H. McFadden, and Mrs. Graham Williams, daughter of the late George Scott Graham and Mrs. Graham, of Islip.

**McKeever-Wingfield**—On April 11, Mr. Chauncey McKeever, son of Mr. and Mrs. Carlos McKeever, of Edinburgh, Scotland, and Miss Jeanne Wingfield, daughter of Mrs. Paul Delano Hamlin, of Chicago, Illinois, and of Mr. George Wingfield, of Reno, Nevada, and San Francisco, California.

**Outerbridge-Richmond**—On April 6, at "Sunninghill," Glen Head, Long Island, Mr. Joseph Willetts Outerbridge, son of Mr. and Mrs. Samuel Roosevelt Outerbridge, of Oyster Bay, Long Island, and New York City, and Miss Sarah McC. Richmond, daughter of Mr. and Mrs. L. Martin Richmond, of New York City and Glen Head.

**Ryan-Worrall**—On April 12, Mr. Fortune Peter Ryan, son of Mr. Allan A. Ryan, of New York City, and of Mrs. S. Tack Ryan, of Montreal, Canada, and Miss Anne M. Worrall, daughter of Mrs. Walter L. Worrall, of New York City and Mount Kisco, New York.

**Turnbull-Howe**—On April 2, in Nashville, Tennessee, Mr. William Turnbull, second, son of Mr. and Mrs. Arthur Turnbull, of New York City and Far Hills, New Jersey, and Miss Elizabeth Thomas Howe, daughter of Mrs. Harry Howe, of Nashville.

## BALTIMORE

**Evans-Edelen**—On April 14, Mr. Gustavus Warfield Evans, son of the late Frank Garrettson Evans and Mrs. Evans, of Roland Park, Maryland, and Miss Mary Frances Edelen, daughter of Mr. and Mrs. John Walbach Edelen, of Glen Arm, Maryland.

**Trimble-Carroll**—On April 2, in Saint Thomas Protestant Episcopal Church, Baltimore, Maryland, Mr. William C. Trimble, son of the late Dr. I. Ridgeway Trimble and Mrs. Trimble, and Miss Nancy Gordon Carroll, daughter of Mr. and Mrs. Douglas Gordon Carroll.

## BOSTON

**Campbell-Leeson**—On April 7, Mr. Walter Edward Campbell, son of the late Dr. James E. Campbell and Mrs. Campbell, and Miss Loraine Leeson, daughter of Mr. Robert A. Leeson.

## FALL RIVER

**Brown-Durfee**—On April 7, in the Church of the Ascension, Fall River, Massachusetts, Mr. Charles Bennett Brown, son of Mr. and Mrs. Charles Henry Brown, of Flushing, New York, and Miss Mary Brayton Durfee, daughter of Mrs. Randall Nelson Durfee, of Fall River.

## RALEIGH, NORTH CAROLINA

**Shepherd-Andrews**—On February 9, in Christ Church, Mr. Sylvester Brown Shepherd and Miss Julia Andrews, daughter of Mr. and Mrs. Graham Andrews.

## SAINT LOUIS

**Makins-Davis**—On April 30, at the Meridian Plantation, Tallahassee, Florida, Mr. Roger M. Makins, second secretary of the British Embassy, son of Brigadier-General Ernest Makins and Mrs. Makins, of London, England, and Miss Alice B. Davis, daughter of Colonel Dwight F. Davis.

## SAN ANTONIO

**Lodovic-Spencer**—On April 2, in Saint Mark's Episcopal Church, Mr. Joseph James Lodovic, junior, and Miss Jeanne Elizabeth Spencer, daughter of Mr. and Mrs. Alexander Burke Spencer.

## UTICA

**Calkins-Watkins**—On March 5, in Rochester, New York, Mr. William S. Calkins, son of Mr. and Mrs. Daniel N. Calkins, of Rochester, and Mrs. Beatrice Watkins, daughter of Mr. and Mrs. S. Albert Batty.

**Fisher-Hughes**—On April 4, Mr. C. Ingalls Fisher, son of Mr. and Mrs. Clarence L. Fisher, of Lyons Falls, New York, and Miss Marion Hughes, daughter of Mr. and Mrs. James R. Hughes.

**Lortz-Pringle**—On April 14, Mr. Edgar Lortz, son of Mr. and Mrs. Arthur Lortz, and Miss Dorothy Pringle, daughter of Mr. Arthur Pringle.



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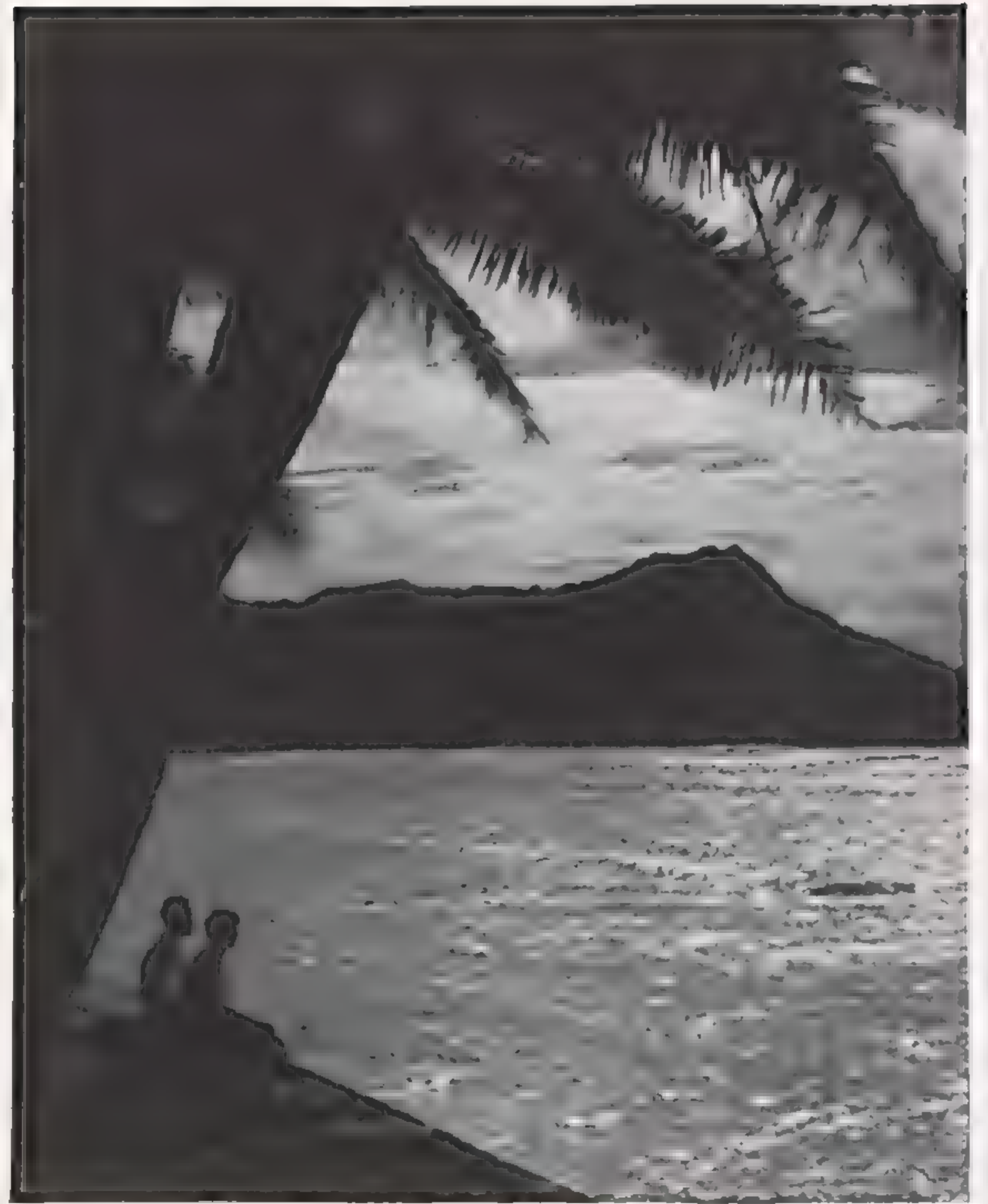
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EWING GALLOWAY

The sun also rises over Waikiki, in Hawaii. Across the distance of shining waters is the picturesque Diamond Head promontory

## HAWAIIAN ADVENTURE

By Emelyn M. Hendricks

AT noon, on the fourth day out from San Francisco, we entered the harbour of Honolulu. We were a party of four—Paul and Elizabeth (engaging products of the Blue Grass country of Kentucky), the Infant (six feet two, polo player, long-distance swimmer), and the writer. The great steamer upon which we were embarked slowly and steadily nosed her way through the swarm of small boats that came to meet us. These little boats, of all ages and conditions, were filled with laughing, shouting natives, who held up for our inspection long necklaces of brilliant scarlet berries and pleated leis of fresh flowers—plumiera, carnations, and ginger flowers—, deliciously fragrant.

The usual crowd of diving boys surrounded the steamer, never failing to salvage the coins tossed into the water by amused passengers, and, as we

neared the pier, a Hawaiian band began playing a dreamy Polynesian air. Milling crowds of natives shouted and waved to returning friends on the steamer, officers in the uniforms of the Army or Navy of the United States, and Hawaiian women and girls in box-pleated Mother Hubbards, or full skirts and stiffly starched neckerchiefs of white organdie (the conventional dress of the upper-class Hawaiian women—may the shades of the vandals who abolished leis and grass skirts wander in Sheol forever and ever!) crowded the barrier as the ship was warped into her berth.

In the midst of the medley, I caught sight of the familiar face of Hugo, the old friend who was to be our guide and pilot, during our stay in the Islands. A few moments after the gang-plank was lowered, he rushed aboard, gave each (Continued on page 109)



NEWS OF HAWAII PHOTO

The greatest thrill Hawaii has to offer—surf-board riding the waves that roll in over a coral reef half a mile wide



## HAWAIIAN ADVENTURE

(CONTINUED FROM PAGE 108)

of us a warm greeting, hustled the porters with the baggage down to a gleaming Hispano-Suiza, and we were quickly off for our headquarters—the Moana Hotel, with its famous banyan courtyard, at Waikiki beach.

As we passed through the business section of Honolulu, with its distinctly Americanized atmosphere of banks and shops, and trams and taxis, it was difficult to realize that we were at the very crossroads of the Pacific—where a Shinto or Buddhist shrine stands within a stone's throw from a Mission chapel, or from Kawaiahao Church, built of coral, and known as the "Westminster Abbey of Hawaii."

The first glimpse of the residential portion of Honolulu, however, opened wide the gateway into the tropics. It was a veritable garden of living colour, with its flowering trees—purple, scarlet, and ivory—, its pink and yellow shower-trees, and its lavender jacaranda, its masses of bougainvillea and hedges of hibiscus; and fluttering over these "gardens in the air" were thousands of butterflies.

## GRAND TOUR

As we left the city, Hugo, whose grandfather had been one of the first great plantation-owners in the Islands, announced the schedule which he had drawn up for the next three days.

"To-day," he said, "luncheon at the Moana, settling in of baggage, long siesta followed by a sea bath, dinner at my ranch to-night, with native food—poi, roast pigling, broiled flying-fish, iced pineapple, star apples, custard apples."

"D'you mean to say you haven't any York imperials, or pippins, or wine-saps?" demanded Paul indignantly.

"After dinner, a troupe of native dancers will do the hula-hula for us."

"My sainted aunt! Protect your wee Willy the night!" groaned the Infant.

"Fairly early bed, not later than two o'clock," continued Hugo calmly.

"To-morrow morning a drive to the Pali, out to my pineapple ranch, back to Honolulu, sights of the Metropolis, luncheon at the country club, back to the Moana, siesta, sea bath, moonlight picnic at a spot I have chosen, and a sixty-mile drive home along the beach."

"And is this beggarly program all you have to offer us for to-morrow?" exclaimed Paul.

"I'm saving the cream of the program for Wednesday," said Hugo, ignoring Paul and eyeing a memorandum slip in one hand—while he skilfully manœvered the car between an ox-cart and a wild-eyed native pony hitched to a vehicle that contained a numerous brown family. "As the tide and, I hope, the weather will be just what I want, you will have the biggest thrill Hawaii can give you—surf-board riding over a coral reef half a mile wide, that drops sheer, for a full mile, to the bed of the ocean. The waves come in straight away from Australia, hit the barrier reef, curl up to a twenty-foot crest, and roll in without breaking. You come in on the crest."

"Maybe you do," remarked Paul, with deep feeling in his voice, "I'd come in on the crest, and it would be the bottom one!"

During the next three days, our host's program was carried out to the letter. We explored deep lateral valleys hung with tree-ferns and orchids, breathing of wild oleander and jasmin and cooled by the numberless cascades that fall from great heights and are transformed into drifting veils of sun-smitten gauze, before they can reach the earth. We devoured unbelievable quantities of luscious pineapples, the consistency of amber jelly. We sampled strange, exotic, beautiful, and insipid tropical fruits, and remained unconvinced at heart that Georgia peaches could be improved upon. We drove, we bathed, we picnicked by moonlight. We dined at the Royal Hawaiian Hotel, that apotheosis of luxury, with its cloisters, its arcades and balconies, its swimming pools and cabañas, its exquisitely gowned women trailing filmy chiffons over coloured marble terraces. But one memory of that program remains supreme in my mind, bitten in, indelibly graven, a memory to tremble over and to love.

At eleven o'clock on Wednesday morning, Hugo came for us in the big Hispano-Suiza, depositing us five minutes later at his luxurious beach bungalow in the Waikiki district, but separated by a half-mile of tropical loveliness from the gardens and beaches of the great hotels.

"Now," said Hugo, as the car drew up before the long lanai furnished with every variety of lounging chair known to man, interspersed with great tubs of flowering plants, "slip into your bathing-suits pronto. The tide is exactly right. I have four of the most expert surf-board riders in the Islands waiting for us, and I want you to get the ultimate kick out of this morning's sport. As the Infant is an expert, he will scorn any help. You three novices will merely dive from the canoes when we are out beyond the breakers, swarm up on the front end of your board, lie flat, and hold on. The Hawaiian boy crouching behind you will do the rest."

## TRIAL BY WATER

"Hugo," I demanded in slightly tremulous tones as we entered the house, "can you cow a shark by looking it firmly in the eye?"

"Fat chance a shark would have with these boys! Each one carries a ten-inch knife in his belt, and knows just where to strike."

Hugging this chilly consolation to my breast, I hurried into my bathing-suit, and five minutes later followed Hugo with the others down to the water's edge, where four Hawaiian boys were waiting for us, their gleaming brown bodies nude but for swimming trunks. Each stood beside a long, slender canoe manned by two boys with paddles. Hugo led me up to the tallest, brownest of the boys. I stepped into his canoe, sat down amidships, my Hamadryad (his name was Hamadryad, much too long to remember; he has remained Hamadryad to me, regardless of sex) took the stern seat, and we pushed off. The others followed in procession. My canoe and Elizabeth's were the only ones with outriggers.

As I (Continued on page 110)

YOU CAN'T GO WRONG IN

White

THIS SUMMER



Easy on the eyes as well as on the feet is this delightful sandal of white kid. Carefully made to give adequate support for walking and gaily perforated for coolness and lightness of effect it is a thrilling find in the eternal quest for smart summer footwear.

Style illustrated . . . The Lottie, W-139.

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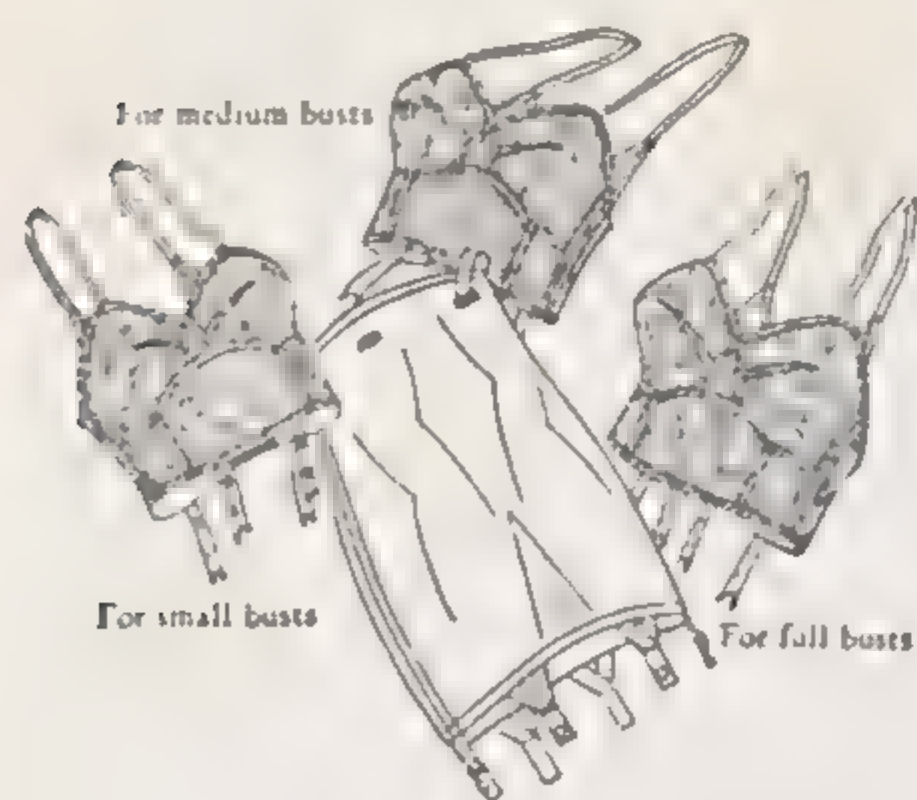
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## HAWAIIAN ADVENTURE

(CONTINUED FROM PAGE 109)

looked back at Elizabeth, she was very lovely in her sea-green bathing-suit. But her dark eyes looked big and solemn, and her face a little pale. The Infant and Paul were in high feather, and Hugo, who was the last to push off, now passed us giving a few quick, stern orders to the crew of each boat.

The boys paddled swiftly yet craftily, back-paddling at certain moments as a huge crest would topple, crash, and cream into foam-bells before us. Then leaping forward at amazing speed, they would take advantage of every foot of smooth water, bringing us, at the end of twenty minutes, out beyond the barrier reef, into a blue stillness, unbelievably lovely.

The sky was a clear bowl of lapis-lazuli, the sea a burning sapphire, lifting us like a mighty mother on her dreaming breast. The palm-fringed shores were etched in pale sepia tones against the green hills, and, to the southeast, Diamond Head thrust its great shoulder into the sky.

The paddling ceased. We drew abreast of a group of youngsters who had brought our surf-boards out. The Hamadryads leaped into the sea with the parabolic curves of dolphins. Paul, Hugo, and the Infant followed.

"Watch me!" called Hugo. "It's like this—perfectly simple!" and with one leap he was on top of a surf-board, lying face down, feet crossed, hands paddling swiftly in the water at each side.

### PACIFIC PASSAGE

Elizabeth made a beautiful dive, and I followed. A surf-board was thrust into my hands, but when I tried to flow up and over it as Hugo had, the board simply wasn't there.

"Oh, yes! Perfectly simple!" I repeated bitterly, coming up with a mouth full of sea water and attacking the thing from the other side. This time my Hamadryad was a steadying influence. I drew myself up, and lay face down on my ten-foot ironing-board. Hamadryad mounted and crouched behind me, and, as the others had drifted some distance away, we were left floating alone, in what might just as well have been the middle of the Pacific Ocean.

I drew a deep breath, and thought of my garden at home, a cosy, comfortable, firm garden that did not rise and fall under me. I looked at the water, so close, so very close, water all interlaced with broken, quivering veins of quicksilver. I looked at the surf-board—an infinitesimal chip of wood floating impertinently over sea caverns doubtless filled with the bleaching bones of ships, beyond

count, and their unfortunate crews. Then I looked back at Hamadryad paddling rhythmically—brown, muscular, shining with cocoanut-oil and confidence—and I perceived that it was all just a part of a glorious adventure to be enjoyed to the utmost. All tenseness and rigidity melted away, and I became as fluid as the sea, as relaxed as a bit of floating seaweed.

### DESCENT INTO THE MAELSTROM

For many minutes, we seemed merely to drift, lifted and lowered gently as though by a mighty subterranean breath. Then I realized that we were moving—not swiftly, but steadily, smoothly, and inexorably—; we were being borne by the inflowing tide towards those white tiger-teeth, bared and flashing in the sunlight, nearer and nearer. And slowly now the pace increased. We were being carried up a long interminable hill of blue water; faster, faster. Now we were racing, being swept along with the speed of an express train. Our great wave struck the barrier reef, lifted us, held us on its curling lip, and in one long, unbroken, glorious, arrowy flight, we were hurled onward and still onward. The crash and thunder of the breakers was beyond thought, the whole world was resolved into a flashing chaos of sound and light, of splintered prisms of sapphire and emerald, of spouting fountains of crystalline spume.

In this supreme moment of the flight, I dared turn my head to see who was pursuing us on the lip of the next great wave.

It was the Infant—riding alone.

The full strength of the sun poured into, and infiltrated with light, the great hollow shell of water upon which he was being borne. His body shone as though carved out of some precious metal—a veritable Phœbus guiding the chariot of the sun, terrible as an army with banners, beautiful as the morning!

As we were swept towards the shore, our great wave began to lower its curling crest. A foaming, creaming carpet was spread before us, and, as we neared the sandy beach, Hamadryad leaped into the shallow water, ran along beside me, guiding the surf-board until it gently grounded.

"Well," demanded Hugo when we were all safely landed—Elizabeth white, but starry-eyed—"how did you like it? Want to go again?"

"Not I!" I replied in a voice not too steady. "Repetition would never make that experience more perfect. I'll not risk dimming the memory of it!"

### TO OUR CONTRIBUTORS

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This travel suit is of Forstmann's striped wool in yellow-and-beige; from Saks-Fifth Avenue, New York; I. Magnin, California

## SO YOU'RE GOING—

(CONTINUED FROM PAGE 61)

per cent. to seven and a half per cent. by doing so. Then you take your balance, your remainder, and divide it by the number of days you're going to be on shore, so as to get a kind of 'scale' for your trip. After you get it, you begin the joyous business of being as thrifty as you can, one day, so you can be more or less gorgeously prodigal on the next. Just so you keep within the budget for the whole trip.

"Some costs, please!"

Well, here you are (all, of course, figured at the present rate of exchange):

First, the cost of getting there and back. It varies widely, according to the time spent en route, and the grade of accommodation you choose. You may pay as little as \$144.50, round trip (Third Class), or as much as \$1000 to go and come if you occupy, alone, a suite on a fast, expensive ship.

A few years ago, a double outside room with two beds and private bath, on A deck of a popular Italian ship, cost \$1500 for two passengers. To-day, the same rooms cost about \$478 for two! Similar reductions have taken place on all the luxury liners.

So much so that a marked increase in first-class bookings characterizes the present season.

The cabin-class, or one-class ships offer complete comfort and, in many cases, elegance as great as any one could desire; and they have become enormously popular, of late, with round-trip minimum rates from about \$234 up to \$340 or so. But latterly, there has been a noticeable willingness to pay the comparatively slight difference between the best cabin-class rate and first class—roughly, some \$100 for the round-trip.

On the other hand, there are travelers of wide experience who find that

cabin-class gives them all they desire; and others who save still more by using tourist-class. On many of the fast, luxury liners, it is now possible to get, in tourist-class, an outside double room with private bath, on B deck (a room which used to be first-class), for about \$250 round-trip!

You "pay your money and take your choice." Whatever you choose, you'll find great comfort, and good company.

There's no other mode of transportation which offers you such a range of choice as ocean travel. So, at the very outset of your planning, you may decide whether you want to "go your limit" on the ocean crossing, and do on land whatever economizing is necessary; or vice versa.

Next, a bit about rail fares in Europe.

In Great Britain, railway travel is now cheaper than in any year since the War. A penny a mile on round-trip tickets is the average cost. And a British penny, normally a trifle under two cents, American, is to-day just a shade over two cents. This is for third-class travel, of course. There are almost no second-class carriages on British railways. Most people travel third-class.

You can, for instance, buy a special ticket this summer which will give you transportation from London to Edinburgh and back, eight hundred miles, for \$17.

This means that you can go up the East Coast, through Lincoln and York and Durham, stopping off to see those cathedrals and many another; visit Sherwood Forest and The Dukeries; make the ineffable loveliness of Fountains Abbey a part of your memories forever; that you may visit Abbotsford, Sir Walter (Continued on page 112)

# Fashion-Test

## SPORTSWEAR

MADE TO FIT AND  
STAY FIT



Windward  
4 piece dress 10.95

*A wardrobe in itself for sports and town wear, featuring the skirt that opens complete, with the new, exclusive patented entire slide fastener. The outfit consists of peasant linen jacket, skirt, shorts and novelty plaid halter. Colors: natural and white only. Sizes: 12 to 20. 10.95.*

**R**IGHT through an active day of tennis, golf, sunning on the beach and home again, you can wear this chic four-in-one costume.

Washable? Certainly, but you may buy it to fit exactly because the fabric is Sanforized-shrunk—and it tubs without a trace of shrinkage.

Fashion-Test is the name of a whole collection of washable dresses and suits that have passed rigid tests for style correctness, tailoring, fabric quality, fast colors, complete shrinkage . . .

## Sanforized-Shrunk

See "Windward" and other models for town and country wear at leading stores in your city.

Look for this tag that guarantees the "UNSEEN VALUE" as advertised in Good Housekeeping by Storyk Brothers, 525 Seventh Avenue, New York, N. Y.



**SANFORIZED PROCESS OF CONTROLLED SHRINKAGE**  
Cluett, Peabody & Co inc. Patentees. 40 Worth St. N.Y.C.



*Rockwell Kent*

DECORATES

NEW CHASE CHROMIUM!



*Chase Wine Cooler, for white wines, \$10.00. Chase Wine Bottle Stand, to keep wet bottles from spotting tablecloths, \$1.25. Both decorated by Rockwell Kent. (In the background is Mr. Kent's new book, "Rockwell Kentiana.")*

**YOUNGEST AMERICAN** ever to have a painting purchased and hung by the Metropolitan Museum, adventurer, romantic champion of liberty, fighter of "stuffed shirts," author, explorer, artist . . . *Rockwell Kent!*

People instinctively like his work. His woodcuts, lithographs and paintings are known and loved throughout the country. And you will find this famous artist at his best in his design of this exquisite child Bacchus, which he has created for these two Chase articles. Here is all the strength and charm of Rockwell Kent beautifully reproduced in metal.

Most good department, gift and jewelry stores sell Chase Chromium—the modern metal that never tarnishes, never needs polishing.



**CHASE BRASS & COPPER CO.**

—Incorporated—

WATERBURY, CONN.

## SO YOU'RE GOING—

(CONTINUED FROM PAGE 111)

Scott's home, and Melrose Abbey, where the heart of the Bruce is buried; and Dryburgh Abbey, where Scott lies buried, and, near him, in the roofless nave, under the open sky, Earl Haig, with poppies on his grave—like his men who sleep in Flanders Fields. That you may see Edinburgh, and meet all her great ghosts; and go to the Lady of the Lake country, and the Rob Roy country, and the Burns country. If you get to Ayr around the twentieth of June, you may see the splendid Scottish Pageant, depicting Scottish history from William Wallace to Bobby Burns. Then you may loiter through the English Lake District, and on down to Stratford and Warwick and Kenilworth, and so, back to London. Imagine a journey like that—and I haven't half hinted at its possibilities—for \$17 plus whatever you choose to spend on lodging and sustenance!

### ON THE CONTINENT

In Italy, you may travel from Naples to the Swiss border, five hundred and eighty miles, stopping as often as you like on a ticket good for two months, for about \$11.60 at present rate of exchange. This is for second-class, in splendid trains. Before the War, when everybody thought travel in Italy was so cheap, that same journey cost \$5 more.

Think of bringing Rome, Florence, Milan, the Italian Lakes, and many an interesting place, within your experience for less than \$12!

In Germany, a fifteen-hundred mile tour from Hamburg back to Hamburg via Berlin, Dresden, Nuremberg, Munich, Oberammergau, Lake Constance, the Black Forest, and the Rhine, costs about \$35.70, or two and one-third cents a mile. German rail rates are much reduced. If you include Oberammergau in your German itinerary, you'll have one-third reduction on your entire rail mileage in Germany. And remember, you can pay for travel, hotels, festival tickets, and so forth with registered marks, which are sold for that purpose only, at fifteen per cent. to twenty per cent. below the *Reichsmark* rate.

As for first-class travel on celebrated fast trains, take the Paris-Vienna journey on the Orient Express. The distance is nine hundred and fifty miles; two first-class tickets and a compartment cost, at present exchange, about \$114. New York to Chicago is nine hundred and sixty miles; and two first-class tickets, with a compartment, on the Twentieth Century or Broadway Limited, cost about \$110.90.

In Sweden, where there is no first-class, two second-class tickets for a similar distance cost about \$19, and a compartment about \$5.25. Rail travel in Scandinavia is exceedingly comfortable, as well as economical.

Much else ought to be said about railway travel in Europe—how it has improved in speed and comfort and decreased in price; but we can't cover it all here.

Wonderfully attractive combinations of rail and motor-coach travel are offered by European railways. In France, for example, you may have a fourteen-day tour of Brittany and the Châteaux

Country, mostly by motor-coach, for about \$54. If you allowed yourself \$100 for that trip, you could do it. But \$125 would be better. That's a little more than \$8 a day for everything.

First-class accommodation at the Passion Play costs about 34 marks. That's for two nights' lodging, five meals, one of the best seats at the Play, tips, and taxes. If you pay for it in registered marks, it's under \$11. Surely, no one can call *that* exorbitant.

### IT PAYS TO TRAVEL

A week at Malvern Festival costs from \$35 to \$65, for room, board, a seat at every one of the six plays, and the complete lecture course. It's one of the outstanding dramatic events of the year. The new play this year will be John Drinkwater's "A Man's House." There, in former years, "The Barretts of Wimpole Street" had its first production; and Shaw's "Too True to Be Good." Scores of people attend who are as interesting as the performances that draw them thither; there's a great deal of charming social life; and Malvern is famous for its invigorating air and for its "waters." Besides which, it is very near to Stratford-on-Avon, to Worcester and Tewkesbury, and Broadway (by many persons considered England's most beautiful village) and Bath and Wells, and ever-so-many-more places of transcendent charm.

Now, a few words as to hotel rates. They are down, 'way down below the prices of four and five years ago.

Italy, for example, has any number of excellent hotels, where you may live in the greatest comfort for around \$4 a day—room and three meals—even with the lire at eight and a half cents. And hotels de luxe where, a few years ago, people almost fought for double room and bath at \$15 a day, now offer the same rooms for a little more than half that sum. In London's smartest hotels, you can get a suite for less than used to be charged for a good double room. Various London hotels of lower price, but long favourites with many Americans, charge from \$2.50 to \$6 a day (payable in dollars) for room, bath, breakfast, and dinner. One of the newest of London hotels, at Marble Arch, gives room, bath, and breakfast for \$3 (\$2.50, if two occupy a room), and no tips are allowed. There are one thousand rooms. Sounds like America!

In Berlin (naturally the most expensive place in Germany), a good double room with private bath, in a hotel just below the de luxe grade, costs \$5 a day for two persons; and the three-course luncheon in the hotel may be had for eighty-eight cents; a three-course dinner for ninety-six cents.

In at least one hotel on the rue de Rivoli in Paris, a more-than-comfortable single room may be had for \$2 a day. In some luxury hotels, excellent rooms are available at \$3 to \$4. A recent quotation from a very well-known hotel on the place de la Concorde was \$10 a day for a suite for two people—sitting-room, double bedroom, and bath.

Let's not forget to mention cruises. North Cape cruises, where minimum first-class (Continued on page 115)





The flower-stalls of all Europe are supplied, in large part, by Holland. The flowers are shipped out from the big market at Aalsmeer by every conveyance from bicycles, boats, automobiles, and trucks, to airplanes

## DUTCH FLOWER-MARKETS

By Kenneth Pendar

VISIT the stock exchanges of the world in a time of panic, and you won't find more commotion than in the Aalsmeer Flower-Market—fount of all flowers in Holland and most of the blossoms that make the streets of Paris and London and Rome brilliant with colour. The Aalsmeer Flower-Market is taken just as seriously by the buyers as any other stock-market; only here the commodity is beauty, preferred but un-gilded.

Aalsmeer should really be the ultimate Mecca of all flower-lovers. There is nothing like it in the world for sheer acreage of colour and scent and noise and activity.

In the spring of the year, the approach to Aalsmeer is through low, flat fields where red, blue, yellow, and lavender tulips, hyacinths, jonquils, and narcissi are growing. This country is cut up by broad canals bordered, near the towns, by acres of land under glass. Most of these greenhouses are given over to flowers, although vegetables are grown in some.

The town of Aalsmeer is small, prosperous, and up-to-date. There is hardly a house in it that has not a glass-house or a rich piece of ground growing lilacs or azaleas. In the center of the town is the flower-market. It is a brown brick building designed to give the maximum of light and space—an arrangement which the Dutch in their modern architecture understand very well. Every day, from six in the

morning until two in the afternoon, the cut-flower market is held, and twice a week, along with the cut flowers, plants are sold. It is a marvelous sight to see the flowers arrive—by bicycle, by truck, and, mainly, by boats on the canals. The market building is built over a canal so that the boats can come inside to unload.

On entering, one comes into an enormous room with huge windows. The entire room is filled with double-deck tables on wheels, lined up in rows, and both decks laden with flowers. It is a magnificent sight to look over this mass of tables with all the blossoms facing towards you. In the spring, there are tulips, narcissi, lilies-of-the-valley, an enormous quantity of white lilacs, calla-lilies, and some roses. In the summer, there is a predominance of roses, white stocks, and gladioli, and, of course, orchids both in spring and summer.

In among these tables are men of all ages, usually wearing sabots that fill the room with a hollow clattering sound as the men walk about. They carry piles of white lilacs or roses on their shoulders, arranging their tables to take into the market, or redistributing the flowers they have sold.

The market-rooms are arranged like a theatre, with seats going up in deep tiers that face a great clock on which the bidding is done. Unlike usual bidding, done by men screaming at each (Continued on page 114)



Inside the Flower-Market at Aalsmeer are two-decker tables on wheels, like this one. It is piled high with white lilacs and will be rolled out to the room where the bidding goes on, and offered for sale

ZWARTSER, HAARLEM

*Fluent Freedom  
and Figure Control*

in gay new all-rubber swim suits!



Lillian Bond wearing  
a U. S. KREPE-TEX  
Rubber Swim Suit



Is it any wonder that the new Krepe-Tex all-rubber swim suits are the water-wear sensation of the season! They're styled with daring new chic... They mold the figure to marvelous sleekness... Their gay colors never look water-soaked and dull... They're actually buoyant. In the water you're free—you don't feel clothed at all! Ask for genuine Krepe-Tex all-rubber swim suits made only by the United States Rubber Company—makers also of the smart beach hats, shoes and other rubber water-wear accessories.

United States Rubber Company  
1790 BROADWAY NEW YORK CITY







## A Chic Cotton

### THAT MINDS ITS MANNERS

Smart little Mary Lynn frocks, tailored for the young idea, live up to their promise to fit throughout a summer of tubbings. They're made from McKay's Rex-Shan, which cannot shrink out of fit because it's already shrunk completely . . . . .

### Sanforized-Shrunk

No letting out seams, no letting down the hems after washing. Buy them to fit exactly, for Sanforizing has removed every trace of shrinkage from the fabric.

Illustrated. A Mary Lynn frock in slender-lyne sizes 12-16 for the growing girl and 11-17 for the Junior Miss. Blue, green, brown and copper stripes on white. Price . . .

2.95



See this and a wide variety of other styles of Mary Lynn frocks at leading stores.

**SANFORIZED PROCESS OF CONTROLLED SHRINKAGE**  
40 NORTH STREET • NEW YORK CITY



ZWARTSER, HAARLEM

Above are Mrs. George Whitney and Mrs. Edgar Leonard, who are just leaving the Flower-Market at Aalsmeer

## DUTCH FLOWER-MARKETS

(CONTINUED FROM PAGE 113)

other, this is accomplished in a much more orderly and efficient manner. Each buyer has a seat, and in front of him is an electric button. The flowers on which they are to bid are rolled in on the tables. The men selling the flowers hold up a sample so that it can be seen, and then the clock is started at the highest figure, swinging downwards. As the buyer wishes to make his bid, he pushes the button in front of him—which stops the clock and at the same time registers the number of his seat. Up in a balcony at the side are the men who control the clock and the final bidding. Unlike any auctions we have—where one starts at the lowest figure and works up to a higher one—here, the highest figure starts the bidding and one works down from that.

### MARKET MEMORANDA

There are usually empty seats in the buyers' stands, and it is great fun to sit in one and watch the flowers being rolled in and to hear the comments of the men. I went with Dutch friends, who could translate for me and answer the questions that I constantly wanted to ask. The men are almost always in good humour, laughing and joking; they have healthy, weather-beaten faces—all in enormous contrast to the hectic, nervous, pale-faced office men of any American market. Right at their seats, the buyers have their cups of coffee, sandwiches and chocolate, to make the day more pleasant; and the men selling their wares usually have a little lunch on the same tables that hold their flowers.

You may walk around among the tables and pick out the flowers you want, and buy them direct from any man, before he has taken them to the market.

For the last few years, the Dutch

flower sellers have been hardly getting back what it costs to grow the flowers; and were it not for his orchids, one big flower-grower told me, he would be losing money. The situation is a sorry one, as Holland is on the gold standard and sells, for a large part, not only its flowers, but its dairy produce to countries off the gold standard. Needless to say, the Dutch can easily be undersold.

### FLOWERS EN ROUTE

After the flowers have been sold, young men with great bundles of them on their shoulders come out and load them on their bicycles (which soon seem to be all flowers and no wheels) and start off to take them to various parts of Holland, where they are resold in the streets and in the shops. The Dutch people are very fond of flowers. There is hardly a peasant's cottage or a house in a village where one does not see flowers in the front window and beside it a garden patch, if only a small one. In larger houses, the rooms are always filled with flowers that are kept constantly fresh.

One realizes this Dutch love of flowers when motoring around the country. In the spring, between The Hague and Amsterdam, on each side of the road are fields upon fields of flowers where, to an American's horror, men go through with baskets, plucking off the blossoms to make the bulbs stronger. The blossoms are piled beside the field and spill over into the canal. They are often used as fertilizer for new fields.

It is a lovely sight on Sundays to see every bicycle and motor-car—and often the people on the bicycles—hung with garlands of tulips and jonquils bought from the little boys along the roadside. One realizes then what a (Continued on page 115)

O'CONNOR & GOLDBERG

present



## O-G NUDIST SANDAL FLATS

Emphasizing low heels with high arches

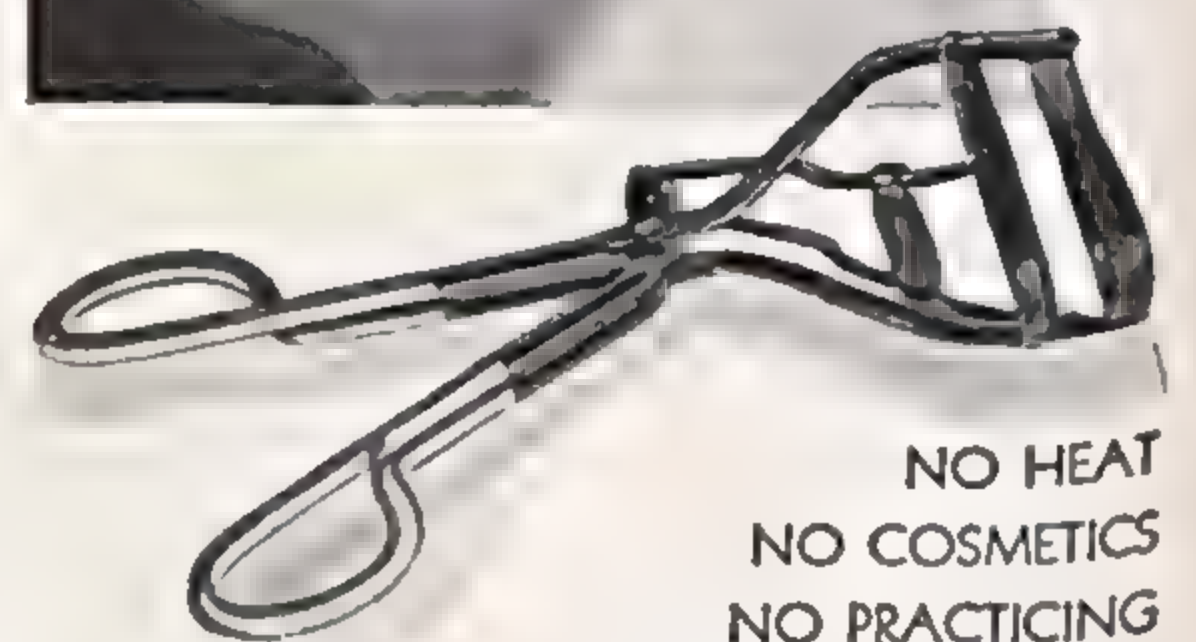
A rare collection of footwear gems, designed in the O-G Paris Studios. The special sandal last with a high arch is splendidly adapted to low heels. Presented in over fifty lovely colors and combinations for day-time and evening wear.

\$10.75

Gold or Silver Kid • \$14.50

O-G STORES everywhere in Chicago

Have you tried the new, improved Kurlash?



NO HEAT  
NO COSMETICS  
NO PRACTICING

We've made a better Kurlash now . . . a new, improved model that turns your lashes up to stay (in thirty seconds) and practically wraps you up in glamour. The ante is one dollar, and the winner takes all. And if it's not at your accustomed drug or department store, we'll send it direct.

THE NEW, IMPROVED

Kurlash

The Kurlash Company, Rochester, N. Y.  
The Kurlash Company of Canada, at Toronto, 3



## Meet again the distinguished B & G Wines

If you are looking for Claret, Sauternes or Burgundy, it will pay you well to remember the two initials—B & G—for they stand for Barton & Guestier—purveyors of fine wines for over 200 years.

A *Schenley* MARK OF MERIT PRESENTATION



# B & G

BARTON & GUESTIER, BORDEAUX, FRANCE

## AT LAST—French Style ONION SOUP at home!



HEARD yet about the smart new way to start a dinner...or midnight supper? Serve onion soup! Real French Style onion soup... by Hormel. Made with tender onions sliced and sizzled in butter... rich beef stock... venerable Parmesan cheese. At your grocer's.

P. S.—If your grocer cannot supply you, send his name, address and 10c to cover cost of handling to Geo. A. Hormel & Co., Austin, Minn. for full size, introductory can.

## HORMEL ONION SOUP *French Style*

## DUTCH FLOWER-MARKETS

(CONTINUED FROM PAGE 114)

large part flowers play in Dutch life, and that a great many of the flowers in the Aalsmeer market are used right in Holland.

Besides bicycles, trucks, automobiles, and boats, airplanes take the flowers to their ultimate markets. I was fascinated to see a great barge filled with plants and cut flowers slowly wending its way down the canal. When I asked where those flowers were going, I was told they were going to the airport, there to be sent by plane to London, France, Italy, and Germany. And while I was

telling this to a friend of mine, she said, "Yes, I knew that, for, at Easter-time in Rome, I waited at the flower-shop for the white lilacs to come in on the plane from Holland."

So, whenever I go to Holland, I go to Aalsmeer to see the old men, the young men, and a few women seriously arranging their flowers, selling them, bidding on them, buying them, and so seriously loading them up and taking them away. They are serious, because it is their means of livelihood—and one can't imagine a more pleasant one.

## SO YOU'RE GOING—

(CONTINUED FROM PAGE 112)

accommodations used to be \$750, now ask about \$435 for minimum. Mediterranean Cruises (and though you may not realize it, summer is an ideal time for cruising in the Mediterranean), which used to be \$950 minimum, now cost about \$600.

Conducted tours to Europe are cheaper this year than the identical tours cost in 1930—the last year when the Passion Play was given. One tour, which cost \$795 in 1930, costs around \$592 this year. There are conducted tours of thirty-two days, including the Passion Play, which cost about \$246, all-inclusive, from New York back to New York.

These are but a few figures selected from many that might be quoted. But they're enough, I hope, to indicate that there's nothing prohibitive in the cost of foreign travel this year.

And I wonder if there was ever another year when people needed more than they do now the stimulation of

fresh ideas, totally different contacts? It's a great pity that so many who long for what has been aptly called "the pleasant shock of alien ways," and for deep draughts of inspiration at sources which have renewed life for many, should be frightened from even inquiring about going to Europe.

True, all of us have less to spend than we had a few years ago. And our few dollars are worth about fifty-nine cents each, in general, outside our own country. But it's also true that most prices are down to meet our slim budgets; that we have learned to make money go much farther than we used to; that, most of all, we have had abundant opportunity to satisfy ourselves as to what things are most worth while. And throughout the period of stringency, I've heard no remark more frequently uttered, with greater fervor, than:

"I'm so grateful for every dollar I ever invested in travel!"

## CHICAGO: THE FIRST HUNDRED YEARS

(CONTINUED FROM PAGE 40)

the villages, where members may meet and dine in comparative privacy.

All this is of interest to the travelling public, but to me, the most remarkable thing about our Fair—more extraordinary, even, than making the land on which some of the buildings on the island stand—is the way in which it was financed. On October 28, 1929, the Trustees of a Century of Progress met to vote on the authorization of the underwriting of a ten million dollar bond issue with which to begin to build. That was the day on which the panic began, when the drop in prices was greater than on the twenty-ninth. The stocks on the Chicago Exchange were anywhere from forty to eighty points off, and by the time the meeting was called to order, it was known that an enormous number of shares had been sold, and that panic could not be averted. It was the largest trustees' meeting I remember, and, notwithstanding the cataclysm, no one raised a dissenting voice to the motion that committed us to building the Fair. General Charles Dawes, the chairman of the Finance Committee, went out into the pandemonium of La Salle Street, and secured the necessary underwriting in a few days. We were committed, and, from that moment, the

energy of the men and women working under the courageous leadership of Mr. Rufus Dawes never flagged. Times grew worse. Some of our underwriters found it impossible to take up their bonds, but somehow or other we came through, financing ourselves practically from day to day. The times were so bad that we had none of the usual governmental or commercial subsidies, but, when we closed our gates last November, we had in the bank the money to pay off considerably more than half of the bond issue that is our only indebtedness. And there is no possible doubt that at the end of this summer we shall not only pay it in full—a noteworthy achievement in the field of World's Fairs—but we will also have a surplus that will be divided among certain specified cultural Chicago institutions.

It is difficult to believe, in the modern and sophisticated surroundings of the Century of Progress, that only a hundred years ago Indians were paddling their canoes where the Electrical Building now stands, and that not so very long before that, where the *jeunesse dorée* of New York, San Francisco, and points between, are dancing to a jazz orchestra, the Indians danced war dances. (Continued on page 116)

## Lipstick by Guerlain



*Lovely beyond words  
are the lips touched  
with the bronze-red tone of Guerlain's  
Tropical lipstick. And its creamy  
smoothness... so perfectly indelible  
... holds its thrilling illusion for hours  
and hours. Making its distinguished  
debut with Tropical, is Guerlain's  
Orange lipstick... incredibly flattering  
to the lighter, honey-gold skin.  
\$1.65, including tax.*

## Guerlain

PARFUMEUR • PARIS



## REDUCE YOUR WAIST AND HIPS THREE INCHES IN 10 DAYS ... or it will cost you nothing!



... **TEST** the  
**PERFOLASTIC**  
**GIRDLE**

... at our expense!

"I have

**REDUCED MY HIPS 9 INCHES  
with the PERFOLASTIC GIRDLE"**  
... writes Miss Healy

"I reduced from 43 inches to 34½ inches" ... writes Miss Brian ...  
"Massages like magic" ... writes Miss Carroll ...  
"The fat seems to have melted away" ... writes Mrs. McSorley.

● So many of our customers are delighted with the wonderful results obtained with this Perforated Rubber Reducing Girdle that we want you to try it for 10 days at our expense!

● This Girdle will prove a great boon to you, for now you can be your *slimmer self* without exercise, diet or drugs.

● Worn next to the body with perfect safety, the tiny perforations permit the skin to breathe as its gentle massage-like action removes flabby, disfiguring fat with every movement ... stimulating the body once more into energetic health!

*This illustration of the Perfolastic Girdle also features the NEW Perfolastic Uplift Brassiere!*

**SEND FOR TEN-DAY FREE TRIAL OFFER!**

**PERFOLASTIC, Inc.**

Dept. 745 41 E. 42nd St., New York, N.Y.

Please send me **FREE BOOKLET** describing and illustrating the new Perfolastic Girdle and Brassiere, also sample of perforated rubber and particulars of your 10-DAY FREE TRIAL OFFER.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Use Coupon or Send Name and Address on Penny Post Card

## CHICAGO: THE FIRST HUNDRED YEARS

(CONTINUED FROM PAGE 115)

A hundred years ago, tiny Galena, situated where it commanded the Mississippi River trade, was larger and had more promise for the future than Chicago.

Chicago continued to grow, however, for the great westward migration had begun, and the town was strategically situated. The settlers were largely from New England, men who brought conservative ideals, and the power to work, along with them from their granite hills. And they did work. The fortunes that endowed universities and libraries and art museums, that hung pearls around the fragile necks of wives and daughters and daughters-in-law, were sweated out, in the beginning, before furnace ovens, in foundries, at workshop benches. Those men were not remote ancestors. They were the grandparents or the fathers of present-day Chicagoans.

Many of them were people with traditions, who brought with them in their covered wagons (along with their brides) a few pieces of good furniture, a portrait or two, possibly some old family silver, and not a few of them a college degree. From the beginning they had the extraordinary courage to establish, in a settlement sunk in the mud of a river bottom, standards of living that demanded a definite amount of formality. They kept as closely in touch as they could with the interests and avocations of the eastern seaboard. Early Chicago—the Garden City, destroyed by fire in 1871—was a town where new industries sprang up overnight, and where well-to-do people lived in ample Victorian houses, and had ample Victorian families. The men continued to work fully as hard when employing other men to do the manual labour as when they had performed it themselves; while their wives drove elegantly out to pay calls in the afternoon, and entertained with friendly punctiliousness.

In those early days, it was seldom that any language but English was heard on the streets, or in the rapidly growing factory district. The fantastic future, when Chicago would become the second greatest Swedish city, the second greatest Polish city, and the tenth greatest Italian city, was far beyond the horizon. Chicago was an Anglo-Saxon town. Men of prominence were mayors, distinguished lawyers

served as corporation counsels, and every policeman wore, under his ferocious moustache, a cheerful Irish grin. Life was, politically speaking, very simple before the Civil War.

It was in the 'Seventies that two things of considerable importance happened in Chicago. Frederick Law Olmsted came out to the sprawling, raw city to lay out the new park system, and Theodore Thomas organized a symphony orchestra that played at spring festivals and popular summer concerts in the Exposition Building, a huge and delightful glass edifice on the east side of Michigan Avenue. The path of our first orchestra conductor was not an easy one. He was a modernist. He insisted on forcing Wagner on an indifferent populace, until people finally had to like it, and were proud of it. The Thomas Orchestra became a definite part of the city's cultural structure about the same time that William Rainey Harper revived the old University of Chicago, and established it on the Midway. Both institutions were there to stay.

The Chicago of to-day is primarily a city on a lake. A lake that stretches, like the ocean, to invisible shores. That is its greatest asset, its one natural beauty. On warm summer Sundays, over three hundred thousand people swim on municipal bathing-beaches; and there is also the Oak Street Beach—unique, triumphantly democratic. Every late summer afternoon, guests in Gold Coast hotels and capitalists in towering apartment-houses can look down upon it. It is, in itself, an especially attractive beach, but it has no bath-house, and is within easy reach of a crowded lodging-and-tenement district. When the factories and offices close, along the streets of the fashionable north side flock crowds of men and women in curiously informal attire. Once on the beach, they casually pull off a pair of trousers, or step out of a skirt, and are ready for the water. There are tens of thousands of them on a hot day. The stretch of yellow sand is almost hidden by them, the water black with their bobbing heads.

Chicago is also a city with a sky-line, which is fair enough when one considers that the first steel-constructed sky-scraper was built here. Our façade is impressive because of its great length, and (Continued on page 117)



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## CHICAGO: THE FIRST HUNDRED YEARS

(CONTINUED FROM PAGE 116)

beautiful when it looms against a smoky sunset sky, or at night when it is jewelled with a million glittering windows, and its towers are dramatically illuminated by spot-lights. Behind that cliff of buildings is a fringe of hotels and clubs and shops. Then offices and banks. Banks that have withstood the panic, with the special significance for Chicago of the Insull disaster. Then wholesalers. Beyond that, factories, stock-yards, sweat-shops, and finally the flats, frame cottages, and tenements where the workers live. Here and there a playground with a swimming pool, or a large park with green grass, ponds with row-boats, and flowers and golf courses. Chicago has more golf courses *per capita* than any other city in the world. Behind it all, a ring of suburbs, and the great playground known as Forest Preserve—thirty-one thousand acres of wooded land publicly owned, and developed for the people of the city.

It is from the dim streets of the tenement district that the gunmen came, but I know only two Chicagoans who will admit that they have seen one. Mr. and Mrs. Graham Aldis had friends from New York for dinner in their apartment one evening. Suddenly there was a series of explosions outside. It sounded like an automobile back-firing, and the host said, facetiously, "There goes a gunman!"

The New Yorkers rushed to the window. They were in time to witness a brisk interchange of bullets between a policeman and a hoodlum, and it would be hard to convince them that this experience was unique.

It is along the lake shore that the smartest people live, and there are few of them who claim to belong to the leisure class. We have practically no men of leisure in Chicago, and few women. Mrs. Walter Paepcke and Mrs. Philip Maher, whose photographs appear on pages 42 and 43, are examples of what I mean. The Junior League in Chicago started the first Children's Theatre in America, and from the beginning these two talented and beautiful young women have painted the scenery and designed the costumes. This year, Mrs. Paepcke made the modern and charming sets for some of the performances of the *Opéra Intime* that Mrs. Howard Linn put on as a benefit for her favourite charity.

Chicago people do not, however, devote all their hours to work. There are purely social clubs. The Tavern, on the twenty-fifth floor of a skyscraper, is one—mostly used by architects and newspaper men, and women may dine there. The view from the terrace at night, up among the towers, is like Valhalla. The Art's Club, of which Mrs. Charles B. Goodspeed is President, has charming rooms just across the river from the Tavern, with a delightful gallery, where exhibitions of modern pictures are held. The Casino, created by the late Rue Winterbotham Carpenter, and internationally known for its gay and lovely interior, is a place where debutantes dine and dance, and their elders do the same thing. The Racquet Club is masculine and athletic. When the Saddle and Cycle was founded, the members used to ride or bicycle the six miles out into the country where the club was pleasantly isolated on the shore of the lake. To-day, it is in the heart of the city, but its grounds are screened by trees. There are tennis-courts, a miniature golf course, and a pool. Farther on are the suburbs and the golf-clubs. Indian Hill at Winnetka. The Onwentsia, Old Elm, and Shore Acres at Lake Forest. Beyond them, and to the west, in lovely rolling country, the Milburn Hunt Club.

These are, however, merely tools for the enjoyment of living, such as every town possesses. What I would like to do is to determine for my own satisfaction how so-called society in Chicago differs, if indeed it does differ, from that in other large cities. I believe Chicago to be unlike New York, or Philadelphia, or Boston. To the native born, at any rate, it still retains a charming village quality. It is a working man's town, and despite its three million inhabitants, socially it is a small place. We have not yet broken irrevocably into sets, as people in larger and older cities have done. When a woman goes out to dinner she may find herself sitting next to a banker, or a professor, or a business man, an artist, a journalist, a surgeon, or a judge. "Rich man, poor man, beggar man, thief, doctor, lawyer, merchant, chief." We are all mixed up, so to speak, and I think that the result is a more stimulating society than that where one (Continued on page 119)

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**1** JUNE 1—"I SEE A TALL, FAIR MAN." But if he sees you before you get this most important Vogue of the year—you might as well break your mirror. Your first reading will promote panic, your next conviction, and your third—a brand-new and infinitely more charming face!

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# VOGUE

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CHICAGO: THE FIRST HUNDRED YEARS

(CONTINUED FROM PAGE 117)

sees only the people who have the same interests as one's self.

It is, I find, usual to assume that Chicago is still in the dark ages, culturally speaking, but we have certain things of which we are justly proud. One of them is, oddly enough, the men and women who have made their start here and have left us for pastures less new and more remunerative. Adelina Patti and Madame Schumann-Heink both made their first American appearance here—but that was, I assume, an accidental happening. Mary Garden sang here for years. Other singers who have sung here for several seasons, and so established themselves in the United States, are Frida Leider, Maria Olszewska, Galli-Curci, Lotte Lehmann, Rosa Raisa, Cyrena Van Gordon, Vanni-Marcoux, Tito Schipa, and Lucien Muratore.

In the field of literature, we also have celebrities. Edward Sheldon, the playwright, was born in Chicago. So was Ernest Hemingway. Franklin P. Adams made his name here. So did Ring Lardner and Burton Rascoe. Ben Hecht lived and worked here until recently. So did Percy Hammond, Harry Hansen, Archibald MacLeish, Edna Ferber, and Westbrook Pegler.

At that, we are not entirely a bare, ruined choir from which the wild birds have all flown. John A. Carpenter, Frederick Stock, and Leo Sowerby are well-known composers living here. Mr. Stock is also the director of the Chicago Symphony Orchestra. John T. McCutcheon, the cartoonist, lives

here. So do Robert Morss Lovett, writer and professor, Carl Sandburg, poet, Henry Justin Smith, historian, Margaret Ayer Barnes, novelist and playwright, and Bernadotte Schmitt, historian—the last two are winners of Pulitzer Prizes. Henry Kitchell Webster lived here until his death. So did Eugene Field and Henry B. Fuller.

David Adler, whose aristocratic houses are outstanding in American architecture, makes his headquarters here. The firm of Holabird and Root has built several distinguished modern sky-scrapers in Chicago—outstanding among them, the Palmolive Building. Frank Lloyd Wright was a resident of Chicago until recently. Abram Poole, painter, was born and began his career in Chicago. So did Frederic Clay Bartlett, painter and collector. The University of Chicago has numbered on its faculty four Nobel Prize winners: Arthur H. Compton, A. A. Michelson, R. A. Millikan, and Alexius Carrell. And H. Gordon Selfridge began his career as a merchant in Chicago.


Having made the case for our *intelligentsia*, I must close with a plea for pulchritude. Gloria Swanson, Jean Harlow, and Lady John Lavery were all of them born and *élevées* in Chicago.

Any sketch of any great city must be inadequate. Chicago is crude in many ways. It is smoky, it is noisy, but—it is exciting. It has personality, which I am certain the millions of visitors whom we will welcome during the summer will not fail to recognize.

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